

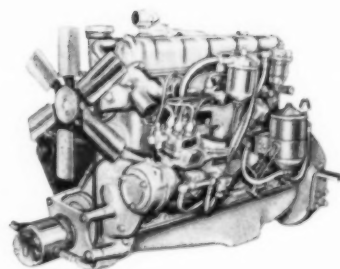
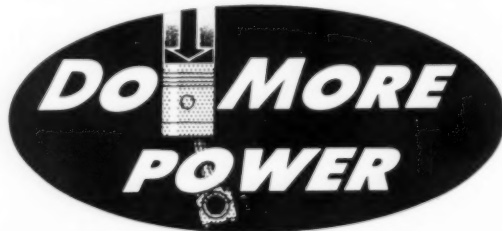
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MAY 1958



**ALLIS-CHALMERS
YEARS-AHEAD DESIGN WITH**



"They're brutes for punishment," is one comment on the Allis-Chalmers lift trucks operating in the Michigan Screw Products plant, Center Line, Mich. "We used to replace an engine a year — haven't replaced any in the Allis-Chalmers trucks."

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Allis-Chalmers, Engine - Material Handling Division, Milwaukee 1, Wisconsin.

ALLIS-CHALMERS





Plane facts about fancy treatment

**Your goods go "first class" when
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The world's most modern air fleet—that's another bonus you get with the new Pan Am Profit Lift.

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PAN AM CLIPPER CARGO

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NEW

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(and 2nd morning to Denver)*



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MAY 1958

DISTRIBUTION AGE

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CONTENTS

FEATURES

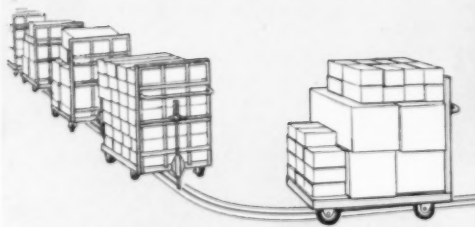
- Three-Way Program for Distribution Profits—III** John H. Frederick 31
Final in a series on using public warehouses as a technique to cut distribution costs
- Transloading—Time Saver and Distribution Aid** Theodore J. Oechsner 32
Direct individual delivery to two or more destinations of portions of an original carload
- Part I—The Theory** 32
What it is, how it works, and what it means to the shipper in savings
- Part II—The Guide** 34
A complete rundown of the service as offered by each of 18 carriers
- Packaging—Where Next and How Soon** 37
Industrial packaging as a science to be studied at AMA Show and Conference May 26-28
- Training and Experiment—Two Keys to Safe Shipping—II** D. O. Haynes 38
A training program to help loading and unloading crews do a better job with less as Gs ds
- British Firm Modernizes for Added Efficiency** John Grindrod 40
Depot system puts production on a straight line basis for large distributing company
- Road Signals** 41
Truck drivers have a strange sign language all their own—and now you can read the signs
- Handling Show, Conference in Cleveland June 9-12** 42
Some 200 firms to exhibit more than 6000 different pieces of materials handling equipment
- Craftsmanship Off the Assembly Line** Warren E. Crane 52
Washington firm brings modern production and distribution techniques to an ancient art
- A Cure for the Curse of Correspondence** Ernest W. Fair 53
If you're wasting valuable time each day in letter writing, you may need this primer
- DA Insurance Manual—IX** Warren M. Brown 54
Are you getting full coverage with your sprinkler leakage and criminal loss policies?
- DA Quick Calculator for Materials Handling** W. F. Schaphorst 55
Handy chart for figuring per cent of grade up or down which material must be transported

DEPARTMENTS

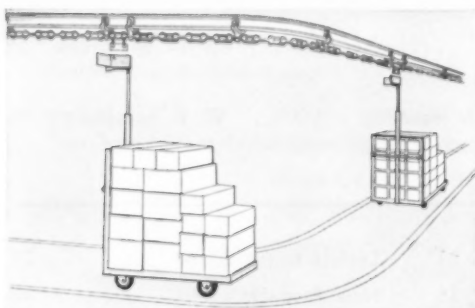
- | | | | |
|------------------|----|-----------------------|----|
| Chuting the News | 11 | Letters to the Editor | 27 |
| Men in the News | 16 | New Products | 46 |
| Washington DA | 21 | Free Literature | 50 |
| On The Line | 25 | Within the Law | 67 |
| Coming Events | 26 | Warehouse Spotlight | 68 |

Good "warehousekeeping" comes easy

with LINK-BELT Trukveyors



IN-THE-FLOOR TRUKVEYORS eliminate need for overhead structures, leave floor free of obstructions. Operating components are in the floor . . . out of the way, yet easily accessible.



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COLOR-SOUND FILM, "PATHWAY TO PROFITS," shows Trukveyors in action. For film or Trukveyor Data Book 2497, contact Link-Belt Executive Offices.

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LINK-BELT COMPANY: Executive Offices, Prudential Plaza, Chicago 1. To Serve Industry There Are Link-Belt Plants and Sales Offices in All Principal Cities. Export Office, New York 7; Australia, Marrickville (Sydney); Brazil, Sao Paulo; Canada, Scarboro (Toronto 13); South Africa, Springs. Representatives Throughout the World.

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SHIP VIA**



**① When business is
INCREASING**

... to keep and increase the business momentum and provide capacity for acceleration through dependable service. Result—an ever increasing number of satisfied and profitable customers.

**② When business is
DECREASING**

... to reduce inventory investment with less lead time and days in transit. Result—hold old customers in a competitive market and gain new customers through flexibility and reduced operating cost.

But whether business is up or down, a better service is always needed. That's what CF always offers you: single carrier responsibility, information on any shipment in minutes, courteous drivers, personalized assistance, modern equipment, on-time freight delivery and safe arrival. CF's 29 years of experience in providing dependable shipping services to thousands can help you take maximum advantage of every opportunity.

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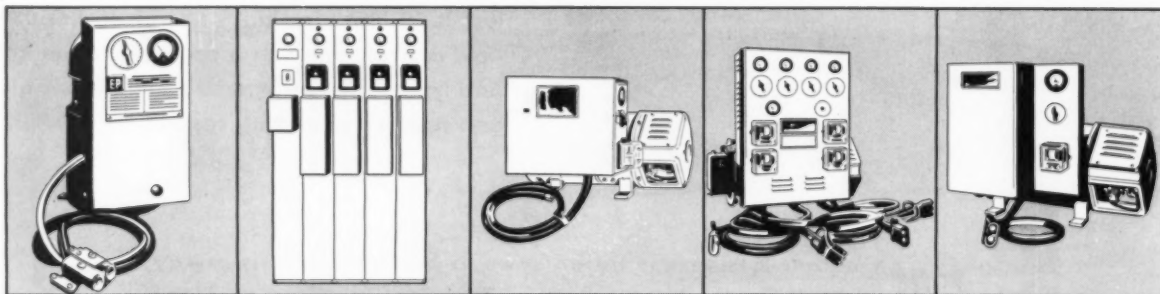
DAYSAVER



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EXIDE TO MARKET ALL ELECTRIC PRODUCTS CO. CHARGERS



First battery manufacturer to offer complete line of chargers for all industrial uses

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Electric Products Co., first to develop many types of automatic chargers, makes a complete line of chargers for all industrial applications... industrial truck, switchgear, telephone, marine, mining, railroad. Models include fully automatic motor-generator and diverter pole equipment, plus selenium and silicon rectifiers. For years, Electric Products Co. has worked closely with Exide engineers in pursuit of its continuing research program.

Write for complete technical details and prices. Exide Industrial Division, The Electric Storage Battery Company, Philadelphia 2, Pa.

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DOCTOR, LAWYER, T.M. CHIEF!



The Industrial Traffic Manager wears many hats.

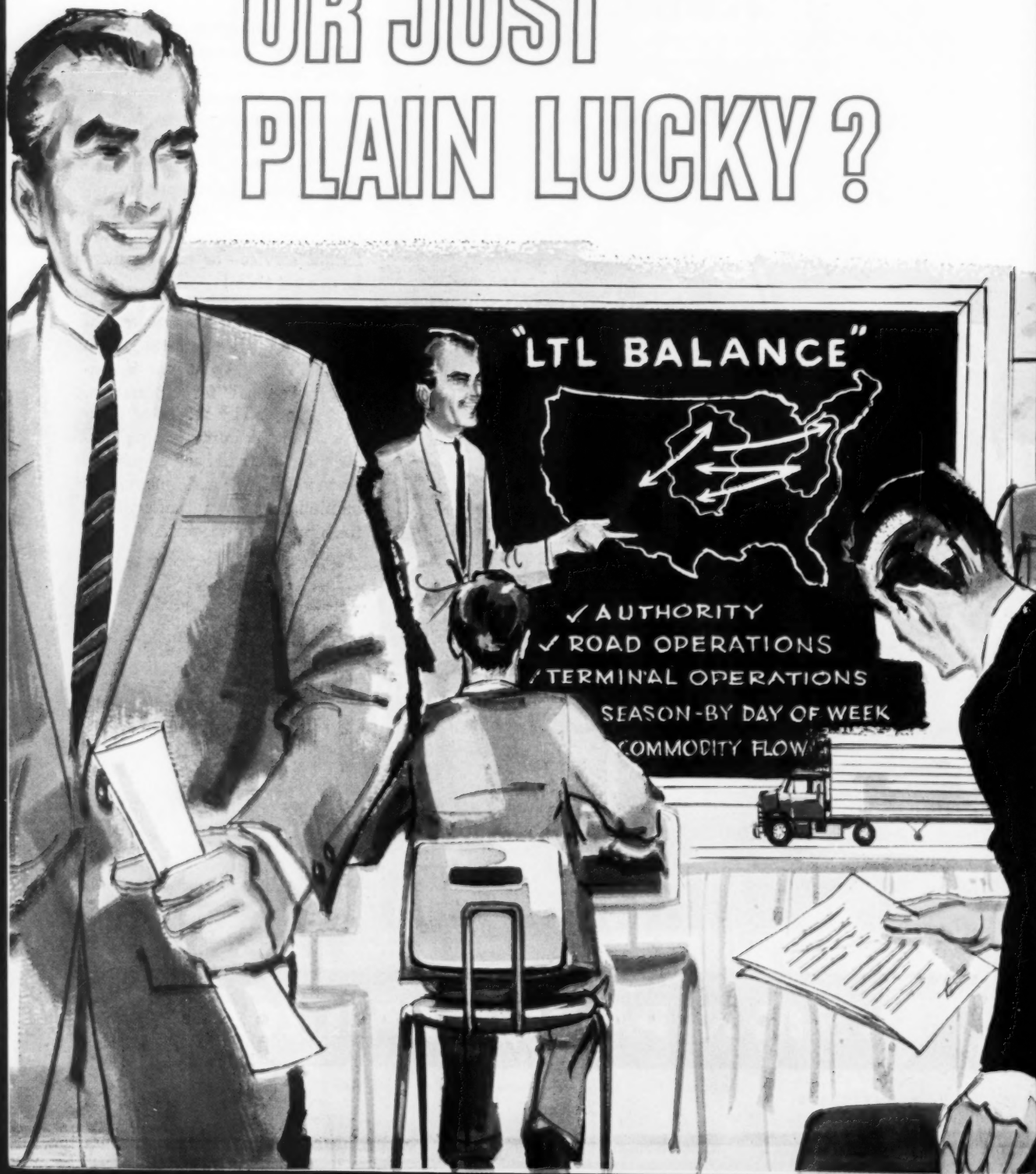
He is a combination statistician, coordinator, counselor and specialist in the many faceted fields of freight. A human Univac of facts and figures on rules, regulations, rates and classifications. An invaluable liaison between production and sales, shipper and receiver, who has the answers to fast, economical, dependable freight service—or knows where he can get them!

Frequently these answers are obtained through the local Union Pacific Traffic Agent who is constantly "on call" for information. For example, by means of a remarkable electronic tracing system he can spot-check shipments on the U.P. rails and, in a matter of minutes, relay that information to shippers and receivers.



UNION PACIFIC RAILROAD

PROPHETIC... OR JUST PLAIN LUCKY?



SPECTOR ***MID-STATES***

THINGS HAVE A FUNNY WAY of working out for some people. Take us for example. When we merged a bit over a year ago, we had a feeling that we should get to know more—lots more—about the handling of small shipments *in a balanced operation*. Sure, any carrier knows that handling LTL on a balanced basis is the only way to come out with a profit at the end of the year. But more important, we asked ourselves, wasn't balance important to The Man At the Top of Our Organization Chart—Our Customer? Didn't he benefit when our trailers ran to capacity *both ways*? . . . when our terminal people could plan a consistent workforce? Certainly, he did!

So we set out to know more about operating a balanced truckline. We sent our people to school—even Stan, our president. We held classes at our terminals, on our docks. So, today—what turns out to be the most pressing distribution need of industry in all 48 states—efficient small shipment service. And here we are—just one year after our merger—schooled, trained and graduated. "Proficient in all subjects related to the transportation of small shipments . . ." our diploma reads.

Prophetic? Lucky?

we're ready, willing and eager

TO GIVE YOU THE BALANCED LTL PACKAGE you need to compete in today's market

**Taking your small shipments
where they're needed . . .**



**when they're needed
to 20,000 markets**



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IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE



NEWS

Salzberg Lecture, Conference Held at Syracuse University

The 10th Annual Harry E. Salzberg Memorial Lecture and the Syracuse Transportation Conference were held April 21 at Syracuse University.

The lecture was delivered by Dr. George P. Baker, professor of transportation, Harvard Graduate School of Business Administration.

The Conference opened with a panel discussion of "The Transportation Revolution" at the morning session. The afternoon panel discussed "The Next Ten Years in My Field of Transportation."

—DA—

"Industrial Package Management—Reducing Costs by Planned Warehousing and Shipping" was the theme of an AMA sponsored packaging workshop seminar late last month in New York.

—DA—

REA Hits Post Office Claim That It 'Pays Its Own Way'

Railway Express Agency has attacked as "sheer hypocrisy" a Post Office Department claim that parcel post "pays its own way."

REA President A. L. Hammell termed the government transportation system as unfair and unnecessary competition. He said that a year ago the Post Office affirmed to the ICC that parcel post rates were inadequate to cover costs, yet it has not filed schedules of increased rates.

National Transportation Week to Make Nation Aware of Importance of Transport Network

National Transportation Week, a time set aside to realize the importance of transportation to the American way of life, will be marked May 11 to 17.

Under the leadership of the Associated Traffic Clubs of America, local traffic clubs throughout the nation are planning special observances. These include essay, poster, or speech contests; radio and TV interviews; advertising campaigns; open house tours of members' facilities; and operation of speakers' bureaus. In many communities, the effort has been supported through proclamations by government officials. Area units of the armed forces are supporting some celebrations.

—DA—

ATC Announces Essay Contest Deadline for Entries June 15

The Associated Traffic Clubs of America has announced the opening of its annual essay contest.

This year's papers will be on "How to Make Top Management and Customers Aware of the Efficient and Profitable Operation of a Traffic Department."

First prize will receive a \$25 U. S. Savings Bond and an ATC certificate of recognition. Papers should be typed double space on one side of each sheet of paper. The contest is open only to members of ATC traffic clubs.

Entries should be sent to A. W. Greene, Associated Traffic Clubs of America, Chestnut at 56th St., Philadelphia 39, Pa.

—DA—

Michigan Traffic Conference

The Fifth Annual Michigan Traffic and Transportation Conference will be held May 7-8 at Michigan State University. It is held in cooperation with the Michigan Industrial Traffic League.

Major topics to be discussed are Mergers, Integration and Coordination; Customer Relations; and the St. Lawrence Seaway.

E. F. Hamm, Jr., general chairman for the ATC observance, has stated that the objective of the week is to make every individual in all communities across the nation completely aware of his total dependence upon transportation for his present mode of life.

The ATC is holding a contest to determine which local clubs hold the best Transportation Week Observance. Trophies will be awarded according to club size.

—DA—

NDTA Asks Excise Repeal

The Executive Committee of the National Defense Transportation Association has unanimously endorsed the proposals now before Congress to repeal the transportation excise taxes. In a letter to members of Congress, NDTA President James F. Haley pointed out that these taxes were enacted in wartime to conserve transportation facilities for movement of troops and supplies.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

Administration Asks Congress for \$700 Million Fund to Backup Loans for Rebuilding Railroads

Two proposals for immediately aiding U. S. railroads and four other steps to achieve long-range cures of the problems have been advanced by the Eisenhower Administration.

Quick relief is to be provided by a \$700 million fund which will be used to guarantee loans. The loans would be made by private interests and backed up by the government. They would enable the railroad to make cost reducing improvements immediately.

The administration asks that \$500 million be set aside to back loans for railroad properties other than rolling stock. The remainder would be used to guarantee loans up to 10 per cent of the purchase price of improved freight cars.

Suggestions intended to deal with the basic problems of the railroads are: Broaden ICC authority so that it can approve abandonments when service is placing a burden on interstate commerce; redefine the term private motor carrier; clarify the legal agricultural exemptions; and revise Federal rate-making policy to increase competition and service.

This program was suggested to Congress in a letter from Commerce Secretary Sinclair Weeks to Sen. George A. Smathers. Weeks stressed the need for quick action. He said that this was not the time to consider repeal of the excise taxes.

—DA—

Essay Contest Deadline May 15

Prizes totaling \$600 will be awarded in the Seventh Annual Silent Hoist and Crane Co. Award competition. Prizes are awarded for the three best papers on "Case Histories—with Emphasis on New Applications of Mobile Cranes."

Sponsored by the American Material Handling Society, Inc., it is open to members of the group, non-members, and students of materials handling. All entries must be mailed to Edward S. Smith, Whitehead & Kales Co., 58 Haltiner St., Detroit 18, Mich., by May 15.

Industry-Carrier Study Sees Need for Standard Cargo Vans

A need for standardization of cargo containers and demountable truck bodies to permit a coordinated interchange between freight services has been uncovered by a recent survey.

The main purpose of the study was to examine existing types of containers and container handling methods to determine criteria of a system suited to rail, truck, air, and marine service. The two main areas of the study have been physical aspects of standardization and distribution problems such as ownership and return loading.

Companies taking part in the study were Minnesota Mining and Manufacturing Co., Clark Equipment Co., Reynolds Metals Co., Electro-Motive Division of General Motors Corp., Chicago, Rock Island and Pacific Railroad Co., Spector-Mid States Freight System, Browning Steamship Co., Slick Airways, and the Rail Trailer Co.

—DA—

Forwarding Grows in '57

In a report based on returns of 60 freight forwarders, the Interstate Commerce Commission reported total net income after income taxes of \$4,234,367. This compares with \$3,622,066 in 1956, an increase of 16.9 per cent. Total operating revenues increased 3.7 per cent, charges for transportation purchased were up 0.7 per cent, and operating expenses were up by 3.5 per cent.

Made Honorary Member



Dr. George P. Baker, (right) Harvard professor of transportation, was presented with an honorary membership in the Boston Chapter of Delta Nu Alpha at a recent meeting. Gerard C. Crowley, president of the chapter, made the presentation

Legislative Line-Up

Following is a brief summary of legislative items pending in Washington. The status reported is as of April 17.

FOREIGN FREIGHT FORWARDERS—Thompson subcommittee, House Merchant Marine Committee, prepared to take up H. R. 479 at end of April. This bill affects ocean freight forwarders.

PER DIEM CHARGES—Penalty per diem measure, S. 3217, remains before Senate Commerce subcommittee. Early action on the bill is not now anticipated.

POSTAL RATE INCREASES—House, Senate conferees have met in effort to work out differences in approved bills to raise postal rates.

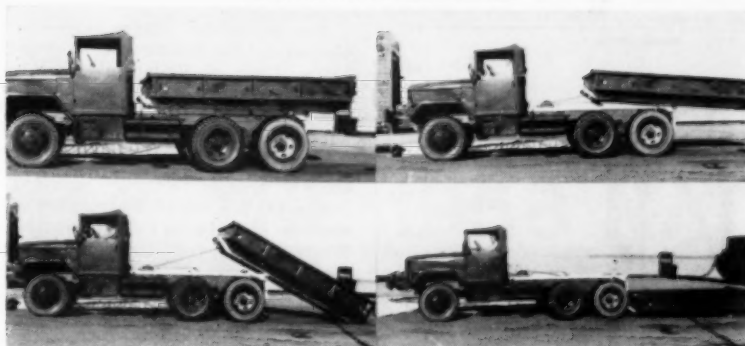
TAXES—Proposals to drop transportation excise taxes are before Senate Finance Committee, House Ways and Means Committee. Neither group had set hearing dates.

TERMINAL TRAFFIC—Closed session on April 23 on H. R. 2229 was planned by House Merchant Marine Committee. Bill would steer more government freight through commercial marine terminals.

RIVERS, HARBORS—On April 15 the President vetoed S. 497, the Rivers and Harbors Bill.

HEARINGS SCHEDULED—April 22, S. 1749, amend Civil Aeronautics Act to impose civil penalties in some cases; April 22, S. 1380, provides civil penalties for violation of security rules of Civil Aeronautics Act; April 23-25, H. R. 5823, agricultural exemptions; April 29, H. R. 5825, definition of private carrier; and April 30, H. R. 8742-8743, put two-year limit on actions involving transportation for the government.

Marines Test Self-Loader



Marine Corps tests are in progress on this self-loader device. It converts a single type of truck to a multiple-purpose vehicle. Self-loader bodies include cargo, van, and tank types. They may be installed on a chassis by one man, using the self-loader system. Tyler Pipe and Foundry Co., Tyler, Tex., builds the self-loader. Current tests are being conducted at the Marine Corps Development Center, Quantico, Va.

Trucking Companies Urged to Back States In Programs to Attract New Industries

Trucking companies throughout the nation will be urged to create industrial development departments to aid local and state agencies in attracting new industries.

The urging is to come under a campaign of the Customer Relations Council of the American Trucking Associations, Inc. The Council, in convention at Miami Beach, Fla., recently, decided to set up the program.

The advisory committee to develop the campaign consists of Lloyd Larson, of Dohrn Transfer, chairman; Paul Swanson, Spector-Mid States; William C. Myrin, Consolidated Freightways; E. G. Lackey, Pilot Freight Carriers, Inc.; Fred Daniel, Spector-Mid States; Don Maentz, Associated Truck Lines; Carter A. Justin, Kramer Brothers; Charles W. Hoke, Norwalk Truck Lines; and Robert W. Sanford, Red Ball Freight Lines.

—DA—

Wooden Pallet Makers to Meet

The 12th Annual Meeting of the National Wooden Pallet Manufacturers Association will be held at the Grove Park Inn, Asheville, N. C., from June 22 to 24. Freight rates, research and development, ways to control manufacturing costs, new industry products, and improved sales techniques will be discussed.

MAY 1958

News Briefs

The Society of Industrial Packaging and Materials Handling Engineers has named H. A. Kilmer, Western Regional director. He is supervisor, packaging engineers, Missile Development Div., North American Aviation, Inc., Downey, Calif.

Representatives of more than 150 firms offering material handling equipment and services met in Cleveland during April to select desired space for their displays in the Material Handling Institute's Exposition of 1959.

The American Society of Mechanical Engineers and the American Institute of Electrical Engineers cosponsored a Railroad Conference at the Hotel Statler during April.

A special course in transportation pricing is offered at the Transportation Center, Northwestern University, June 9 through 21.

Owen R. Jones, former General Electric Co. traffic official, has been appointed assistant director for Transportation, Office of Defense Mobilization, Washington, D. C.

The Packaging Institute has announced selection of John L. Kronenberg, manager, Lithographic and Label Paper Div., S. D. Warren Co., as chairman of the newly-launched lithographic Printing Committee.

Ingersoll Products Div. of Borg-Warner Corp. announced recently that the Division's Industrial Crane & Hoist operation had been renamed Borg-Warner Industrial Cranes.

Two midwest companies have been admitted into The Material Handling Institute, Inc. membership — the Lathrop-Paulson Co., Chicago, and The Paltier Corp., Michigan City, Ind.

Rotary Oilhydraulic passenger and freight elevators now are being manufactured in Canada by Rotary Lift Co. of Canada, Ltd., Chatham, Ont.

Edward J. Freemuth, freight claim specialist for Spector—Mid-States, Chicago, has been elected chairman of the Central Freight Claim Conference.

Seven day coast-to-coast through trailer service was launched in April by Interstate Motor Lines, Inc. and Eastern Express, Inc.

K W Battery Co. announced the formation of its Coordinated Products Division. The K W Sales and Service Organization will be expanded to provide nationwide coverage to all markets including industrial, railroad and public utilities.

The Airways Modernization Board has awarded a \$1.8 million contract to Aircraft Armaments, Inc., Cockeysville, Md., for an air traffic control simulator designed to speed up experiments and modifications leading to modernization of the nation's aviation facilities.

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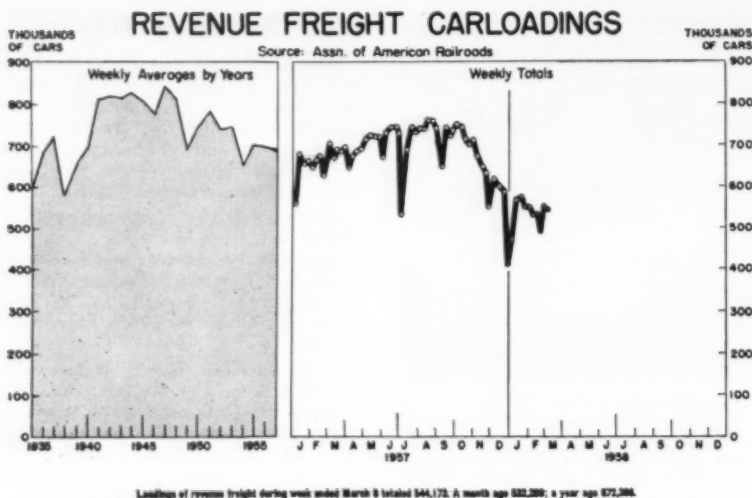
Seaway Group Disputes Army Estimate for Operations

Following a review of the Army Corps of Engineers estimate of costs for operating the St. Lawrence Seaway, the Seaway Development Corp. claims that the figure is incomplete.

The Corporation said, "The Corps failed to include substantial items which would bring the total costs for the full operation up to a higher level than that budgeted by the Seaway Corp. The total for the omitted items is approximately \$412,000."

—DA—

Proper freight preparation for shipment and the loading and bracing of freight in cars is being covered at the 13th Seminar for Shippers and Receivers (April 28-May 2) in Chicago. The Seminar is conducted by the Freight Loss & Damage Prevention Section of the AAR.



Chuting the News . . .

(Continued from Preceding Page)

Local Cartage National Conference Plans Annual Convention; Program Outlined

The Local Cartage National Conference will hold its Annual Convention June 2-5 at Atlantic City, N. J. Sessions will be in the Claridge Hotel.

The tentative program for Local and Short Haul Motor Carriers lists as speakers and panel members Al Markowitz, Helm's Express, Inc.; Dawn Q. Snyder, Central Union Truck Terminal, Inc.; F. H. Floyd, general manager of the LCNC; and William A. Kortenhaus, vice president of the section.

The Heavy and Specialized Carriers Section will consider a proposal to establish a separate conference outside of the LCNC. Speakers at this group's meetings will include Goley Sontheimer, director of the ATA Safety Department, and Armlon Leonard, Leonard Brothers, Miami, Fla.

Luncheons have been scheduled for June 3 and 4. The Annual Dinner Dance is listed for June 5.

—DA—

Folding Box Assn. Holds Meeting

The Folding Paper Box Association of America held its Annual Meeting recently at the Waldorf-Astoria in New York. A feature of the meeting was the selection of the 100 best cartons of 1957.

Rails See Spark of Hope

An awakening public interest in the nation's transportation problems was cited as an encouraging factor in the railroad industry's long-range outlook. J. Elmer Monroe, vice president of the Association of American Railroads, said in a recent report that it does not appear that improved economic conditions are in prospect for 1958. However, he held hope that "some measure of improvement" could come from action by Congress.

Also featured in the report, "A Review of Railway Operations in 1957," is statistical material. This shows carloading of revenue freight of 35,500,000 cars, 6.2 per cent less than 1956.

Club Briefs

The following officers have been elected by the **Traffic and Transportation Club of Philadelphia**: W. J. Kurtz, president; W. Harry Swank, vice president; Dean Palmer, treasurer, and H. E. Witoski, A. S. Dunlop, C. R. Ebert, J. D. Koch, and F. A. Mueller, directors.

The **Traffic Club of Washington** will observe **National Transportation Week** with a full dress parade on May 14th.

The next meeting of the **Northern California Chapter of the American Materials Handling Society** will be held May 15. The following officers will be installed: Ellis H. Woolley, president; James G. Bouska, Larry Megargee, Robert H. Griffin, and Walter C. Brumberg, directors.

A film "Highway to Tomorrow" produced by the **Inland Empire Waterways Assn.**, was shown at the April 21st meeting of the **Inland Empire Chapter, Delta Nu Alpha Transportation Fraternity**.

The **Greater Philadelphia District Chapter, Assn. of Interstate Commerce Commission Practitioners**, installed officers recently. Serving for the coming year are Francis A. Green, Jr., C. Schmidt and Sons, Inc., chairman; Robert R. Artz, Pennsylvania Railroad, vice-chairman; and Mrs. Adele Konefal, Frank H. Fleer Corp., secretary-treasurer.

The **Industrial Traffic Managers Assn. of Baltimore**, held its regular meeting at Friendship Airport, on April 28th. W. S. Rice, district sales manager, American Airlines and president of the Assn. of Scheduled Airlines of Baltimore, was host.

More than 250 high school and college guidance counselors were invited to attend a recent discussion on the opportunities for employment in transportation. The program was sponsored by the **Philadelphia Chapter of Delta Nu Alpha**.

The **Racine Chamber of Commerce Traffic Committee**, The C. of C. Committee of Carriers, **Delta Nu Alpha Transportation Fraternity**, **The Traffic Club of Racine**, **The Transportation Club of Racine**, and the **Racine-Kenosha Women's Traffic Assn.** are jointly sponsoring **National Transportation Week** in the city of Racine, Wis., during the dates May 11 to 17.

The **Metropolitan Traffic Assn. of New York, Inc.** recently heard Gustave Cederholm, general traffic manager, **Pharmaceuticals, Inc.** speak on "The Industrial Traffic Manager of the Future."

The **Traffic Club of Newark, N. J.** heard Richard C. Colton, vice president, **Lykes Brothers Steamship Co.**, speak on "The American Merchant Marine Today" at their regular April meeting.

THE 1958 NATIONAL MATERIALS HANDLING EXPOSITION

**PUBLIC AUDITORIUM,
CLEVELAND, JUNE 9-12, 1958**

A most timely show in a day when management is demanding major cost-cutting measures. Aisle after aisle of practical money-saving ideas. Acres of exhibits under one roof. An immense variety of equipment, machines, services, and supplies to move materials better with less manpower with greater efficiency at lower costs. This is the *big, comprehensive* show in materials handling—everything from the heaviest giants to the simplest devices.

Four days of concentrated materials handling know-how. In one hour at the show you're likely to get an idea that will save your plant thousands of dollars. In an afternoon, you can be repaid with a panorama of materials handling facts to last your plant a whole year.

AND AT THE SAME TIME The ASME National Materials Handling Conference

Top materials handling experts will discuss your problems, cite specific techniques and applications by which materials handling can increase efficiency and reduce costs in your plant.

**The Show
That Shows You
How To
Cut Costs!**

For Rapid Registration Tickets, and conference information, write: **Clapp & Poliak, Inc.**, Exposition Management, 341 Madison Avenue, New York 17, N.Y., MUrray Hill 4-3432.

MHI Traveling Clinic



Another MHI Traveling Clinic session featured these panel members (left to right): Dean Moore, moderator; John Burrus, co-moderator; Whitney S. Alger, Automatic Transportation Co.; A. F. Anjeskey, The Cleveland Crane & Engineering Co., and Robert W. Hill, Hyster Co. The all-day clinic was held last month at the University of Houston

Men in the News

Traffic

Gordon O. Reichard—promoted to traffic manager and Charles I. Phillips, Jr.—new assistant traffic manager, Mueller Brass Co., Port Huron, Mich.

Arthur W. Cassidy—appointed traffic manager, Leschen Wire Rope Div., H. K. Porter Co., New York City.

George A. Garber—new traffic manager, Boston Works, Allis-Chalmers Mfg. Co.



Carlton K. Metcalfe—appointed manager Montgomery Ward & Co.'s Allen Park distribution center, Detroit, Mich.

James J. Ray—named manager, Montgomery Ward & Co.'s Chicago retail distribution center.

Gordon K. Sell—new Philadelphia, Pa., transportation representative for Sherwin-Williams Co.

Francis S. Kelley—appointed plant traffic manager of the Framingham Plant of Buick-Oldsmobile-Pontiac Assembly Division.

Charles B. Brown—joined the Aluminum Division of Olin Mathieson Chemical Corp. as manager, Transportation Industry Sales Department.

Transportation—Air

George L. Krausse—new manager, Interline Sales, Capital Airlines, Washington, D. C.

Charles A. Rheinstrom—named executive vice president-Sales and member of Board of Directors, American Airlines, New York.

George R. Borsari—named director of the CAA Office of Airports and Edgar N. Smith—reassigned as planning and development officer for CAA.

Miss Fran Wheeler—appointed coordinator of Women's Services, Delta Air Lines, Atlanta, Ga.

—Highway

Richard D. Winter—appointed director of insurance and claims, Kramer Bros. Freight Lines, Inc., Detroit.

William M. Wolfe—named president of General Expressways System, Chicago.

Woodrow P. Johnson—appointed general manager, Clipper Transit Co. of Wisconsin, a subsidiary of Consolidated Freightways.



R. P. Whalan (left)—named Central Division manager, John Leveille (center)—named Eastern Division manager and W. Z. Davis (right)—named Western Division manager, Brown Trailer Div. of Clark Equipment Co., Elgin, Ill. The appointments were made in connection with Brown's recent operating area realignment.

Claude P. Wilson—new Midwestern director of sales and Reed Warrock—named Eastern director of sales for Pacific Intermountain Express, Oakland, Calif.

C. F. Garmelmann—new director of Traffic and Sales for Allegheny Freight Lines, Inc., Winchester, Va.

Paul F. Yount (Major General U. S. Army Ret.)—appointed executive vice president, Consolidated Freightways, Menlo Park, Calif.

Armand A. Daire—appointed claim agent for Hermann Forwarding Co., North Brunswick, N. J.

George R. Collins—appointed general sales manager for Reo Division, The White Motor Co., Lansing, Mich.

—Rail

John M. Trissal—elected vice president and chief engineer, Illinois Central Railroad, Chicago.

Fred Carpi—elected to the Board of Directors, Railway Express Agency, Inc., New York. Carpi is vice president, The Pennsylvania Railroad.

Garfield H. Newcomer—appointed director of Mechanical Research, Association of American Railroads, Washington, D. C.

Lloyd W. Baker—elected vice president, Baltimore and Ohio Railroad Co., Baltimore.

—Water

Manuel Diaz—elected vice president, Freight Services, in charge of Marketing, Sales, and Trade Development and J. Edward Meyer, Jr.—promoted to general freight sales manager, Grace Line, New York.

Materials Handling

O. W. Carpenter—elected president, Chain Belt Co., Milwaukee.



James B. Carpenter—appointed export manager of Baker Industrial Trucks, Div. of Otis Elevator Co., Cleveland, Ohio.

J. N. Mason—named president and general manager, Boston Woven Hose & Rubber Co. Div., American Biltrite Rubber Co.

Charles L. Thompson—new general sales manager of Magnesium Co. of America, East Chicago, Ind.



Charles L. Eberhardt, Jr.—named to the new post of supervisor of service stations and warehouses, Exide Industrial Div., The Electric Storage Battery Co., Philadelphia.



In emergencies you want service . . . and fast!

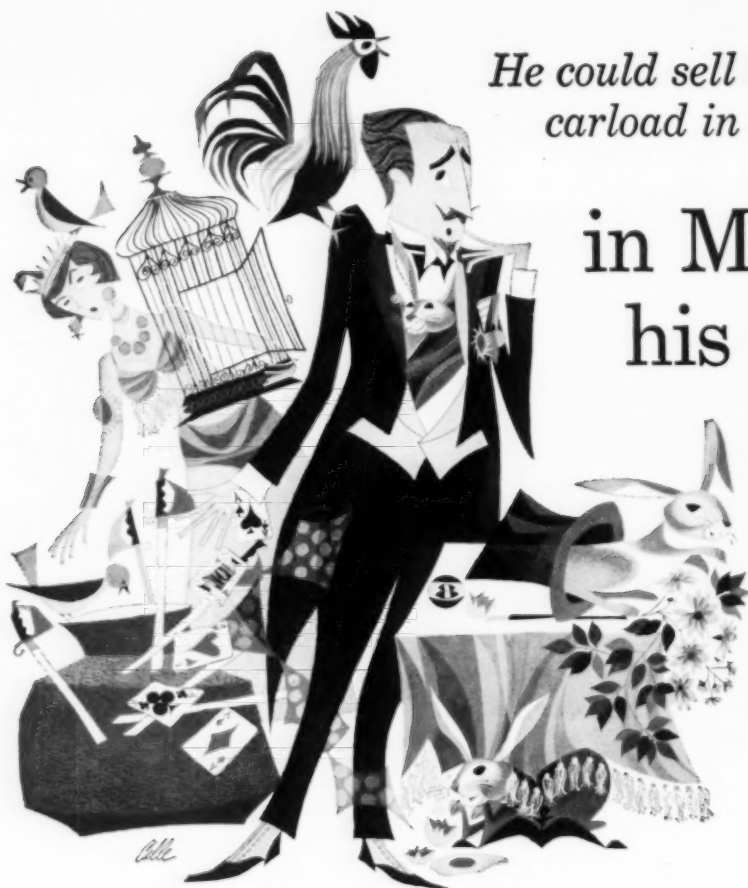
You don't care *how* it's done . . . as long as you get the part you need *when* you need it. Yet, the fact that Clark has opened a new Central Parts Division in Chicago with over 4,500,000 stock parts under one roof is important to you.

For now, if your local Clark dealer cannot supply a specific part, his request to the Parts Division is processed immediately through a punch-card system, completing the order fast and efficiently. Thus, in an emergency, the part can be

air-shipped to your dealer within 24-hours. This is Clark's assurance to you that you will have your trucks back on the job as quickly as possible.

Illustrated literature describing both the direct benefits and the methods of operation of this Division is available on request. For your copy, write to: Central Parts, Clark Equipment Co., Battle Creek, Michigan.

**CLARK®
EQUIPMENT**



*He could sell by the
carload in Cleveland—*

**in Memphis
his magic
missed!**

Memphis was a soft-spot in the sales of this manufacturer's underarm deodorants. Yet Memphis is a better year-'round deodorant market than Cleveland. So what was more logical, thought the general sales-manager, than transferring Dick Starkler, with his fabulous Cleveland record, to Memphis—?

Dick wasn't eager. It meant a shift for his whole family. It meant selling his home. Finding a new one. Dislocations for the kids, too—switching from one school to another in mid-term.

Dick moved. Not eagerly... but he moved. And right there the disappointments began. Dick's record in the Memphis territory was far below his stellar Cleveland performance. Far below his quota. Far below the potential of the market. It was almost as if he were another man...

The truth is—Dick *was* another man. He *was* having

difficulties in merging his family into the new community, in spite of the noted hospitality and progressiveness of Memphis. And he wasn't getting much help from his company. He was disappointed, disturbed, upset... and those things don't contribute to energetic, imaginative selling!

New Light on Transferring Business Brains

Greyvan—as a leader in the business of moving households effects for transplanted company personnel—has made the country's first Continuing Study of a real and vital problem: the Human side of personnel-moving.

THROUGH independent research organizations, and through the generous cooperation of leading businesses most experienced in moving their employees, we've found many answers to problems of loss of personnel in re-locating. Our initial findings are yours for the asking...and further data will be forthcoming soon.



LONG-DISTANCE MOVING & STORAGE

GREYVAN LINES



THE GREYHOUND MOVERS

General Office: 57 West Grand Avenue, Chicago 10

We're Selling Profits

Through Modern, High-Capacity Trailer Design!



This extra 5,000 pounds of Lilly medicinals is handled by one of Security Cartage's 40-foot Fruehauf Volume☆Vans



A 40' corrugated steel Fruehauf Volume☆Van operated by Security Cartage Company of Fort Wayne, Indiana, leaves the loading dock of an Eli Lilly and Company plant in Indianapolis.

Trailer-loads of Polio Vaccine and other Eli Lilly Company medicinal products are up to 5,000 pounds larger now, since the introduction of 40-foot Fruehauf Volume☆Vans into Lilly's shipping operation by Security Cartage. Both shipper and carrier benefit by this 14.3% payload increase.

The advanced shipping methods illustrated so factually here are representative of a significant transportation revolution that is gradually occurring on all the nation's shipping docks. Ten years ago, the 32-foot Trailer was a national standard. Three years ago, 35-foot Volume☆Vans, with which Security has also moved many Lilly products, were pioneered by Fruehauf and used by progressive carriers for greater shipping efficiency. Payloads jumped 35% on the average. Now the trend to the 40-foot Volume☆Van is growing—another step toward the highest level of freight efficiency in the history of American industry.

All the benefits that this trend brings are available now to you through Fruehauf Volume☆Vans.



For Forty-Four Years — More Fruehauf Trailers on the Road Than Any Other Make!

World's Largest Builder of Truck-Trailers
FRUEHAUF TRAILER COMPANY

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HOW RAPISTAN® WAREHOUSING SYSTEMS ATTACK THE HIGH COST OF DISTRIBUTION

The battle to curtail distribution costs can be won. Shrinking profits can be restored to healthy levels. Here's the proof.

CASE NO. 1

Warehousing Operations Merge and Costs Tumble. Yes, costs can be made to nosedive! Witness this leading clothing manufacturer. He let Rapistan consolidate his two warehousing operations into one coordinated handling system . . . and his handling costs dropped substantially.

How? By keeping 7 packaging stations constantly supplied with empty cartons, Rapistan-Keystone overhead trolley conveyor eliminates packaging delays.

Next, Rapistan power belt conveyors rush stock from warehouse depths to central order filling. A complicated job is now simplified. Then, without a hand laid on them, packed orders "swish" right into waiting trucks on Rapistan gravity wheel conveyors.

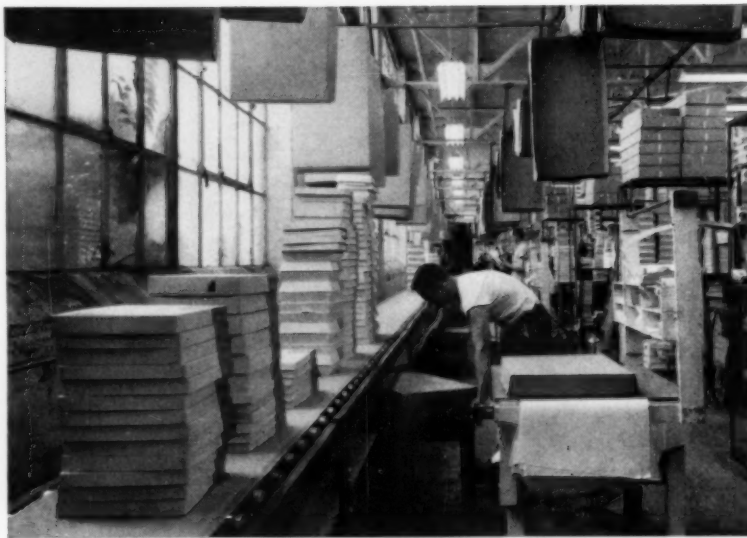
What's more, the investment in Rapistan equipment returned in the first 180 days of operation! By any standards, that's good.

CASE NO. 2

Teamwork Wins In Rapistan Warehousing System. It takes equipment teamwork as well as people teamwork to run a warehouse feeding 18 hungry manufac-



NO. 2 It's difficult to outdo Rapistan Flow Rack for efficient storage. Everything's placed exactly where it belongs. Hatch openings are adjustable for different size cartons.



NO. 1 No wasted motion in this order packing department. Rapistan overhead conveyor delivers the "empties", and Rapistan belt conveyor takes away the filled cartons, without missing a beat.

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Parts needed for manufacturing are stored in Flow Racks. Order pickers select orders "on the double", because every item is easy to find and there's only a short "frontage" to work.

Selected items go into trays and travel directly to the shipping area on Rapistan gravity and power belt conveyor lines.

Results? Excellent! More work, fewer people, and better control.

CASE NO. 3

Rapistan System Keeps Warehouse Stock Fresh. If things grow old in a warehouse, profits go stale too. But Rapistan Flow Rack helps keep profits crisp by using stock just the way you want it — first in, first out.

With Flow Rack, this wholesaler now handles a greater variety of brands, because the rack units store more goods in less floor space. And though his volume of business is up, his labor cost is down.

If you'd like to store more, in less space, and trim your labor costs, call your local Rapistan man about Flow Rack, or write to us direct.



NO. 3 What goes into a Flow Rack first always comes out first. No chance for goods to get stale on the shelf.

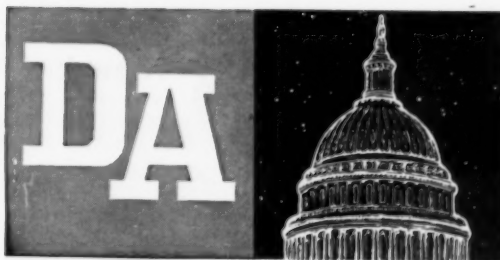
New Rapistan Idea Book Issued This Month

Any warehouse operator will find dozens of practical ways to make his business more efficient and profitable in this new handbook of materials handling ideas. Send for your copy today. Ask for "Coordinated Materials Handling Handbook".



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By Ray M. Stroupe, *Chilton Washington News Bureau*



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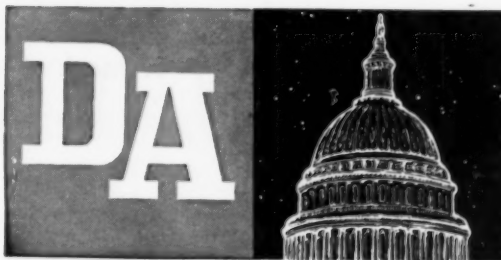
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383 Rapistan Bldg., Grand Rapids 2, Mich.

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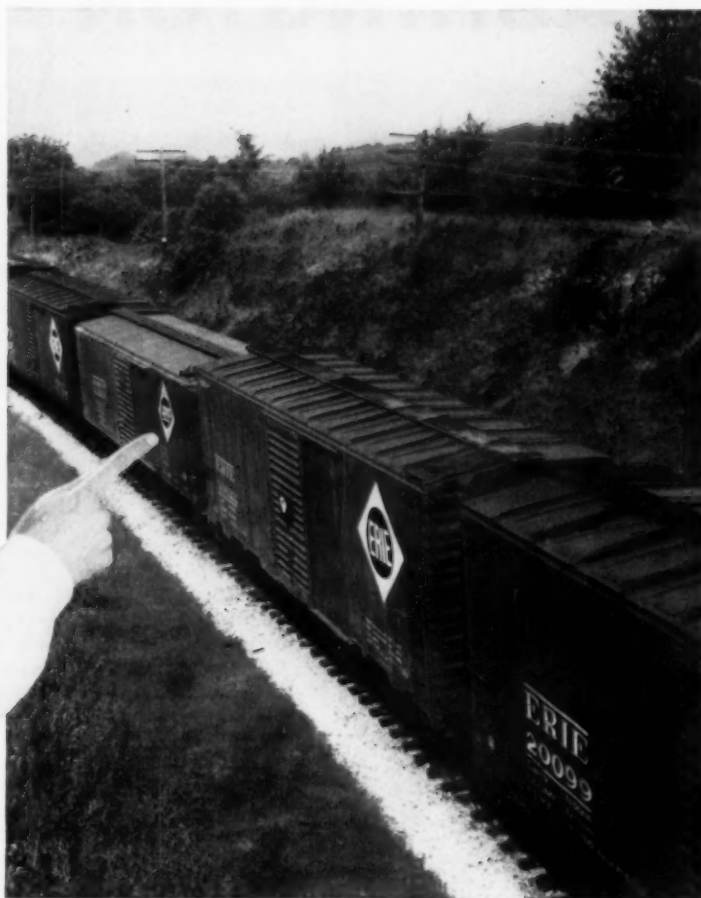
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...Mark of PROGRESS in Railroading



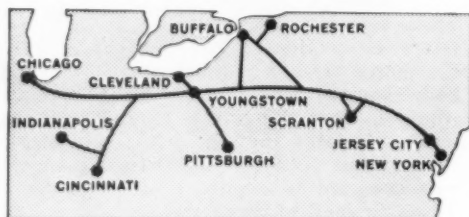
QUICK CHECK on FAST FREIGHT

You may have to know where your shipment is any hour of the day or night. It could be in any one of the 25,000 cars on the road . . . and it could be anywhere on Erie's 2,200 miles of railroad.

And we can tell you...with our "Quick Action" Car Locator Service. Fast, modern electronic machines help Erie men keep a constant check on freight cars moving in Erie trains . . . they

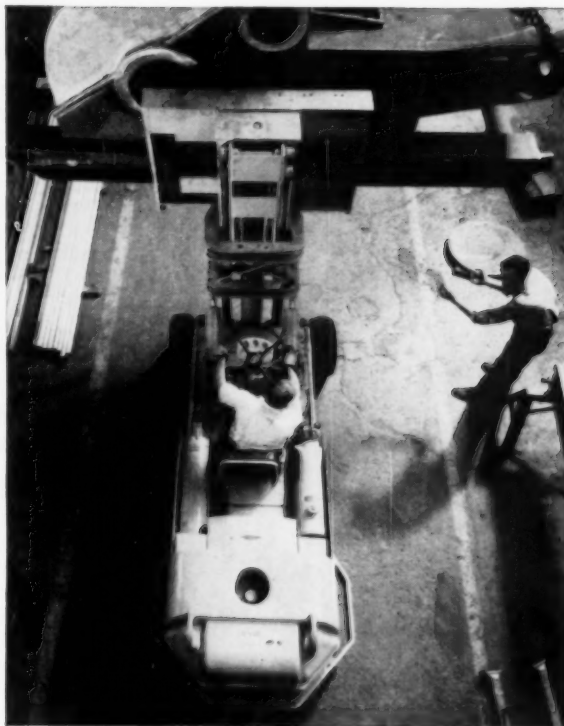
always know what time a shipment left, where it is, and what time it will arrive. And your Erie representative can quickly give you this information...usually while you hold the phone.

This "Quick Action" Car Locator Service is just one more example of progressive railroading on the Erie. It's another of the dependable services Erie provides you . . . another good reason why you should specify, "Route it Erie".



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B.F. Goodrich makes a complete range of sizes and variety of tread designs, including the new All-Purpose.

or Solid?

Which is right for you? Pressed-On Solid in regular or Deluxe Cushion, or Vulcanized-On Solid? What tread design? What compound?

Your B.F. Goodrich Analysis man gives you industrial tire advice . . . FREE!

Problem: There are many variables in industrial tire types, sizes, tread compounds and tread designs. Do you know which tire is right for your materials handling job?

Solution: Without cost or obligation your B.F. Goodrich Tire and Wheel Analysis man will study your equipment, loads, hauling surfaces and other special problems you have. He'll recommend the right tires for you to use—recommendations that are unbiased because B.F. Goodrich makes a *complete* line of industrial tires.

Result: You save as much as 50% on industrial tire costs, as much as 20% on maintenance costs! Mail the coupon today for your FREE B.F. Goodrich TW Analysis.

A special consulting service is available to manufacturers of materials handling equipment.

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Smileage!

B.F. Goodrich industrial tires

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AIR FREIGHT DELIVERY
TO EUROPE ENABLES
SAKS FIFTH AVENUE
TO SERVE OVERSEAS
CUSTOMERS...INCREASES
SALES AND MARKETING
RANGE FOR THIS FAMOUS
NEW YORK STORE.
AND TWA AIR FREIGHT
IS THE WAY THESE POPULAR
HIGH-FASHION ITEMS
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**SERVING WORLD-WIDE MARKETS...
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**FOR FAST, ON-SCHEDULE
DELIVERY OF YOUR SHIPMENTS
THROUGHOUT THE U.S., BOOK
THEM ON TWA JETSTREAM* AND
SUPER CONSTELLATION FLIGHTS!**

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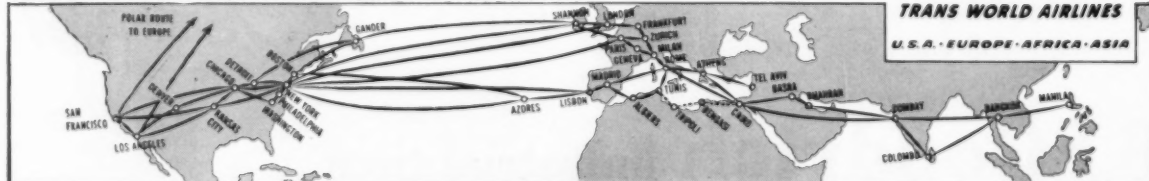
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On the Line—

Caught off Second Base



We had just completed a tour of a new plant. Our host, the vice president in charge of operations, asked how we liked it. We expressed admiration for its modern design, efficient layout, and mechanized materials handling.

"By the way, did your traffic manager have a hand in the site selection?" we asked.

"Yes and no," replied the VP as he relit his partly smoked cigar.

"Two years ago," he continued, "we held a meeting of department heads to determine where we could cut rising costs. Our engineering and production departments dominated the meeting with great ideas. The trouble was that most of them involved major plant changes that seemed impractical or too costly.

"Then our traffic manager dropped an idea that changed our entire outlook. He suggested a distribution center to cut transportation costs. This led to thoughts of a new plant.

"At the end of the meeting, which lasted two days, we asked each department head to put his ideas on paper. The traffic manager also was asked to suggest a new plant site.

"That's the 'yes' part of my reply. Here's the 'no' part:

"When we studied the site suggested by the traffic manager, we thought we found our Shangri-la. But it was just a mirage.

"In the first place, while the traffic manager's map of the area showed it to be criss crossed with transportation lines, not all could or would serve us. Some did not have ICC rights. Others said the area was a dead end out in the sticks, and they couldn't provide free pickup and de-

livery nor guarantee us satisfactory service.

"This information came from our sales manager in the area. It gave us a jolt, of course. We checked with the traffic manager. The data was supplied by carrier salesmen but not confirmed by their home offices.

"Further checks disclosed more misinformation. We had asked the traffic manager to look into the labor market. He supplied favorable reports, based on letters from civic clubs and the newspaper in the area. Our personnel manager checked and found mostly low type farm workers.

"There were many other items that the traffic manager's report overlooked. For example, we had to get our treasurer and legal department to check workmen's compensation, taxes, utilities, and so on.

"We finally picked this site—81 miles from the one suggested by our traffic manager. We still credit him with the idea, even though he mishandled it."

As the company car drove us to our hotel we felt sorry for the traffic manager. He hit safely but was caught off at second base. The eyes of too many important people were on him.

Perhaps it may seem unfair to take a department head whose job is looking for needles in a hay stack, functionally speaking, and ask him to pitch hay. But it happens every day—under the broad title of Opportunity or "giving the man a chance to show what he's got." And, these days, a man must have more general knowledge and reserve information than it takes to run a desk.

A. H. Greene
EDITOR

Yakkety Yak

"Boss, How about considering me for that Hawaii branch plant site inspection trip?"

"You're too old?"

"How about me?"

"You're too young?"

"Got anybody in mind?"

"Yeah, me."

CLOSED—"Do you like the way

I handled the Jones claim?"

Boss: "He cancelled it . . ."

"See, I told you I could handle that job."

Boss: "... and his account."

LAMB—"Who's that sexy, bouncy babe in the TM's office?"

"The VP's daughter."

"Sweet, intelligent, country-girl type, isn't she?"

ADVICE—"When I goes for them big jobs and says I got all kinds of experience, they tell me they want a specialist. When I tells them I is a specialist, they say they need a man of broad experience," complained Rastus.

"Son, you gotta beat 'em to the punch. Ask 'em if they needs a specialist or dat broad experience kind. When they tells you, you tells 'em which you is."



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From the moment he pulls up at your dock, your Ringsby delivery driver is working for you. His one interest is the well-being of your shipment on the first—or last—leg of its journey. You'll find him courteous, helpful . . . anxious to please. Proud too—proud of his company's vast resources, famous non-stop Rocket schedules, TL or LTL . . . eastbound or westbound . . . when it's got to move fast he's your man. His kind of service makes tight deadlines . . . fast friends . . . and helps make Ringsby the fastest distance between two docks.

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Circle No. 8 on Card, Facing Page 51, for more information

Coming Events

- May 5—Container Laboratories, Inc., School of Packaging, Chicago.
 - May 7-8—Michigan Industrial Traffic League, Fifth Annual Traffic & Transportation Conference, Kellogg Center, Michigan State University, Lansing, Mich.
 - May 7-9—American Management Assn., Packaging Clinic, Sheraton-Astor Hotel, New York.
 - May 8-10—American Materials Handling Society, 2nd Western Regional Materials Handling Show, Great Western Exhibit Center, Los Angeles.
 - May 12-15—Canadian Warehousemen's Assn., 38th Annual Convention, Seignior Club, Montebello, Quebec.
 - May 14-16—Fibre Drum Mfrs. Assn., Annual Meeting, Jefferson Hotel, St. Louis.
 - May 19-21—Associated Cooperae Industries of America, Annual Meeting, Jefferson Hotel, St. Louis.
 - June 2-5—Local Cartage National Conference, Annual Convention, Claridge Hotel, Atlantic City, N. J.
 - June 9-12—National Materials Handling Exposition, Public Auditorium, Cleveland.
 - June 9-13—Fourth International Automation Exposition, Coliseum, New York.
 - June 15-28—Industrial Management Center, Fifth Annual Materials Handling Training Conference, Lake Placid, N. Y.
 - June 22-24—National Wooden Pallet Mfrs. Assn., 12th Annual Meeting, Grove Park Inn, Asheville, N. C.
 - July 17-19—Allied Van Lines, Inc., The Greenbrier, White Sulphur Springs, W. Va.
 - Aug. 11-13—Western Packaging & Material Handling Exposition, Civic Auditorium, San Francisco.
 - Sept. 15-19—Instrument Society of America, 13th Annual Instrument-Automation Conference & Exhibit, Convention Hall, Philadelphia.
 - Sept. 17—Southeastern Warehousemen & Movers' Assn., Roosevelt Hotel, New Orleans, La.
 - Sept. 17-19—American Society of Agriculture Engineers, Material Handling Conference, Iowa State College, Ames, Iowa.
 - Sept. 22-24—The Materials Handling Institute, Inc., The Greenbrier, White Sulphur Springs, W. Va.
 - Sept. 29-30—Associated Traffic Clubs of America, 35th Annual Meeting, Sheraton Palace Hotel, San Francisco.
 - Sept. 30-Oct. 1-2—4th Joint Military-Industry Packaging & Materials Handling Symposium, Washington, D. C.
 - Oct. 13-16—SIPMHE, National Industrial Packaging, Handling and Shipping Show, Competition and Short Course, Coliseum, Chicago.
 - Oct. 16-19—Missouri Warehousemen's Assn. Inc., Chase Hotel, St. Louis, Mo.
 - Oct. 19-23—New York State Warehousemen's Assn., Inc., The Concord Hotel, Kiamesha Lake, N. Y.
 - Oct. 27-31—Freight Loss & Damage Prevention Section, AAR, 14th Seminar on Loss & Damage Prevention, AAR Research Center, Chicago.
- Shippers' Advisory Boards**
- May 20-22—Southwest, Lubbock, Tex.
 - June 5-6—Trans-Mo-Kansas, Wichita, Kans.
 - June 11-12—Southeast, Charleston, S.C.
 - June 12-13—Pacific-Northwest, Tacoma, Wash.
 - June 17-18—Ohio Valley, Indianapolis, Ind.
 - June 17-18—Great Lakes, Cleveland, Ohio.
 - June 19-20—Pacific Coast, Fresno, Calif.

LETTERS TO THE EDITOR

Up and Over

To The Editor:

We would appreciate information on the manufacturer who furnished "Up and Over" lift truck which appears in the December issue, on page 65.

A. B. Storey, Coordinator of
Packaging and Materials Handling
Textile Division
Celanese Corporation of America
Charlotte 1, N. C.

The "Up and Over" Lift Truck is made by John Morrell Mfg. Co., 222 Dundee Ave., Elgin, Ill.—The Editor.

Piggy-Back Guide

To The Editor:

It was anticipated that you would issue supplements or a revised edition of the DISTRIBUTION AGE Piggy-Back Routing Guide. We are wondering if this has been done?

L. J. Hennen
General Agent
St. Louis-San Francisco Railway Co.
Chattanooga 2, Tenn.

The DA Piggy-Back Routing Guide was published originally in September, 1955. Completely revised editions were published in April of 1956, and in January of 1957. It was planned to publish a third revision in October, 1957. Participating railroads were circularized for piggy-back service information. Returns showed that the service had become so universal, and its application was so broad, that a new Guide would have served little purpose. DA abandoned the Guide, and in its place published a "TOFC Service Roundup." The Roundup includes all participating carriers, listing which haul shippers' trailers, which haul motor common carrier trailers, which provide service for refrigerated trailers, which have joint service with motor common carriers, and which haul ltl and trailerload, or both.—The Editor.

Straddle Carriers

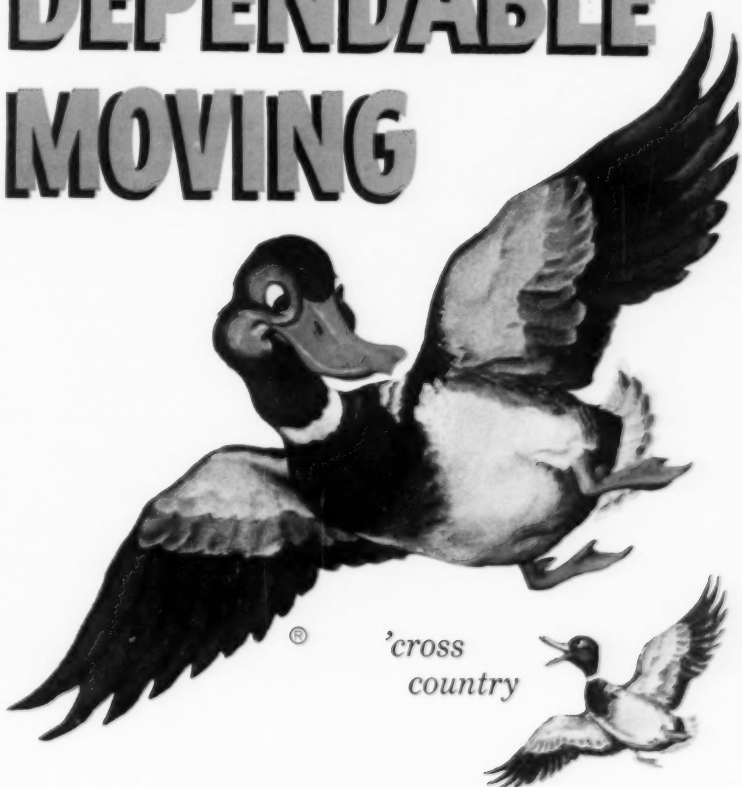
To The Editor:

Was quite interested in your Feb. issue of "DISTRIBUTION AGE" especially the story, "A Trailer for Every Job." In fact, the "Mighty Movers" straddle trailer is an idea we are very much interested in. Who manufactures it?

Charles H. Matheny
Crane & Company
Los Angeles, Calif.

The unit is manufactured by Mighty Movers, Inc., 1482 S. Milwaukee St., Denver 10, Colo.—The Editor.

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1



3

1 "PIG PALACES"! That's what NP calls its unusual new all-steel stock cars with adjustable shutters for a weather-controlled ride. Roller bearings, shock-absorbing springs and heat-reflecting aluminum painted roofs guarantee lucky porkers a safe and sound trip to market.

2 **YARDMASTER'S OFFICE** at Northern Pacific's new \$5,500,000 Pasco, Washington, freight classification yard. From here traffic operations are directed via multiple-channel radio, intercom systems, pneumatic tubes. Electronic car retarders,

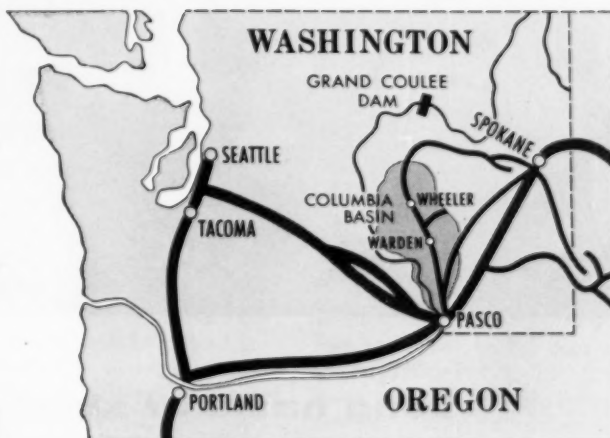
automatic switches and radar "eyes" make up trains in a hurry to speed movement of your freight.

3 **MORE "PIGGYBACKS"!** NP's expanded "piggyback" service now operates between such major shipping points as: Seattle, Tacoma, Portland, Spokane and Missoula, as well as Minneapolis-St. Paul, Duluth-Superior, Fargo-Moorhead, Billings and intermediate points. It includes such specialized service as moving fresh meat products in mechanically refrigerated trailers.

NORTHERN PACIFIC-



2



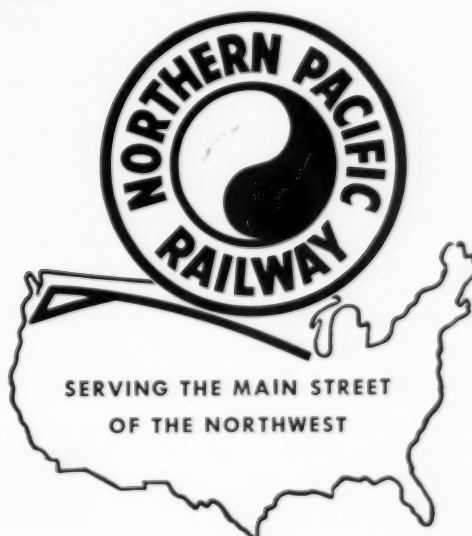
4

4 THE COLUMBIA BASIN PROJECT where irrigation of 1,029,000 acres of semi-arid land in Washington—almost half completed—is developing one of the most abundant crop and livestock regions in the U.S. Efficient NP freight service gets right to the heart of the area.

Got a shipping problem or looking for a choice industrial site? Chances are we can help you. For a quick reply, call your local NP traffic representative or write Otto Kopp, Vice President-Traffic, Northern Pacific Railway, St. Paul 1, Minnesota.

really terrific!

MAY 1958





Dodge 900 Tractor and Dodge 100 Pick-up.

**Long hauls or short . . . no matter
where your fleet goes, you save money
with Dodge Power Giants!**

Door-to-door bakery service, or toll-road cruising . . . "hurry, hurry" delivery of motion picture film, or super-safe delivery of explosives—every fleet has *different* truck requirements. That's why Dodge builds so many *different* trucks.

Take engines, for instance. Dodge offers Sixes from 113 to 141 hp., V-8's from 204 to 234 hp. Each Dodge *Power Giant* is built for a specific fleet need. Each is designed to save you money on first cost, in economical operation, and by reducing down time and maintenance to a minimum.

The dependable Dodge Six is famous for economy,

of course. The Power-Dome V-8? *It* won a leading automotive magazine's test for fuel economy over the other V-8 pick-ups in the low-priced three!

It's true—there's a fuel-saving, money-saving Dodge *Power Giant* for every fleet need: panels, pick-ups, stakes, forward-control chassis, cab-over-engines, Town Wagons, four-wheel-drives for off-road use, chassis cabs, school bus chassis. Maximum G.V.W.'s range from 5,100 to 46,000 lbs., maximum G.C.W.'s from 30,000 to 65,000 lbs.

Better talk with your Dodge truck dealer—see which *Power Giant* would save the most money for you!

DODGE *Power Giants*

By John H. Frederick
DA Distribution Consultant



MAY 1958 Vol. 57, No. 5

MANY manufacturers are wasting their money, going through false motions, and increasing the cost of their products to consumers simply because they refuse to recognize the ABC's of profitable distribution. These indicate the most direct road; the way to get goods to points of effective consumption for the lowest cost.

For most manufacturers the application of the ABC's means use of public warehouse services. The reasons why so many retain other ways to keep their goods available to users is because they ignore first principles and overlook the experience of thousands of others.

Some years ago hand-to-mouth buying upset established methods of distribution. It introduced broken lot or less-than-case deliveries; the wagon jobber in some trades; the "three times a day" deliveries by wholesalers in many towns and cities; and many other short cuts to the retailer. Many of these costly practices have emphasized that deliveries from the factories are not always satisfactory. They cost too much and take too much time.

The task of each manufacturer is to get his goods to points of effective consumption as quickly or more quickly than his nearest competitor. To do this he has adopted many devices. Some of these are sales on consignment, full return privileges, free deals of various sorts for retailers, store demonstrations and window and other point of sale display materials. But nothing is more important than getting the goods to merchants at the right time. So the first step toward profitable distribution is:

A. Ample stock available. After a customer has "signed on the dotted line" the next important consideration is to have a stock where he can get it. These stocks must be as close to the customer as possible. This will permit immediate delivery at the lowest transportation cost. The customer

Using Public Warehouses—III

Three-Way Program For Distribution Profits

**No manufacturer has contrived any plan to
control the cost of distributing his goods
that equals what public warehouses offer**

will not want to carry much of the stock himself.

Public warehouses solve the problem of spot stocks and attend to all the details of handling the goods. Time of delivery is cut to the minimum, credit risks are avoided, the rate charged keeps in step with the volume handled. No other agency can do this as effectively. No manufacturer has contrived any plan to control the cost of distributing his goods that equals what public warehouses have to offer.

B. Quickest possible service. This is the second step in profitable distribution. Every trade outlet demands promptness; here is where the services of the public warehouse really count: (1) In getting goods to trade outlets in perfect condition when needed. (2) In making it possible for trade outlets to take advantage of seasonal conditions without tying up

too much capital in inventories.

(3) In enabling the trade and the manufacturer to get a quick turnover for their stocks; both equally important. (4) In allowing trade outlets to take advantage of strategic sales planning events with assurance that the stock will always be available. (5) In making it possible to fill in depleted items without delay thus avoiding that substitution evil of "something just as good"; the nightmare of many a manufacturer who doesn't have stocks immediately available to trade outlets.

C. Lowered overhead costs for distribution. Knowledge of definite overhead costs per sales unit is necessary for any manufacturer to accurately figure profits. With a fixed cost for such items as rent, light, heat, telephone service, and compensation insurance in privately owned branch warehouses, applying against a fluctuating volume of sales, it is practically impossible to figure costs for unit distribution. Public merchandise warehouses spread these fixed ex-

(Please Turn to Page 61)

Editor's Note: This is the third in a series of three articles by Dr. Frederick. All three were excerpted from his new book, "Using Public Warehouses." The book is on sale through this office at \$5 a copy. Write: The Editor, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa.

Time Saved by Transloading

Normal Stop-Off Average Time		Transload- ing Average Time	Days Saved By Transloading
7 Days	First Point	7 Days	0 Days
10 Days	Second Point	8 Days	2 Days
14 Days	Third Point	8 Days	6 Days
18 Days	Final Destination	9 Days	9 Days
			Total: 17 Days



Illinois Central's Fulton, Ky., station

Transloading—Time Saver And Distribution Aid

Called the most important privilege published in rail tariffs since the stop-off rule, transloading permits direct, individual delivery to two or more destinations of portions of an original carload shipment

Part I—The Theory

SOME years ago a published privilege introduced a new idea that has proved invaluable to rail shippers. Called transloading, the privilege is used in connection with consolidated or pool carloads that are billed for one or more stop-offs in transit for partial unloading.

Transloading permits direct and individual delivery to two or more destinations of portions of an original carload shipment.

With an inflated economy, manufacturers find that customers prefer to operate with less and less inventory. This means that manufacturers are forced to do more and more of their own warehousing. It is in this area that transloading is most effective as a distribution technique. It permits increased customer service, without which the customer would surely lose out to competition.

United States Rubber pioneered transloading as a distribution technique. It has been markedly successful. Some experts even go as far as to say that transloading is the most important privilege published in rail tariffs since insertion of the stop-off rule.

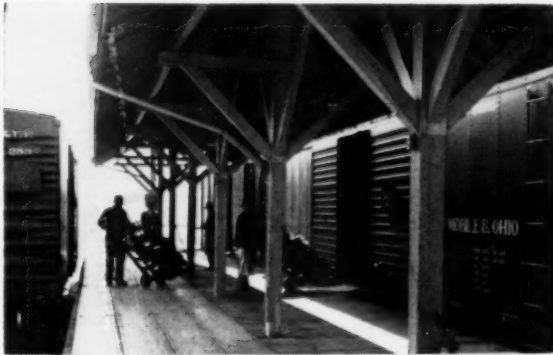
Transloading provides expedited through service

of stop-off carloads by eliminating delays normally experienced on such cars. Carloads billed for physical stop-offs for partial unloading generally lose between three and four days at each stop-off. The chart above illustrates the time difference between normal stop-offs and transloading.

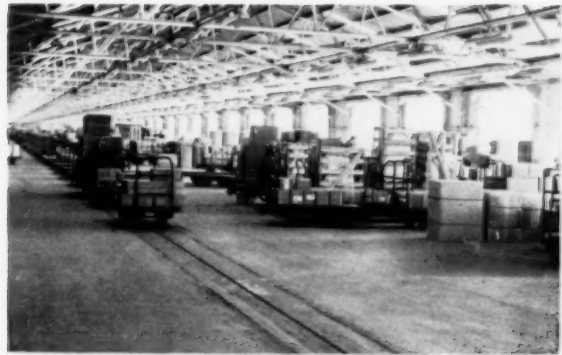
Eighteen railroads now offer the service. All operate special, strategically located stations that are known as transloading stations. Upon arrival at the transloading station the railroad will, at the request of the shipper, transfer the separate portions of the car. These portions are forwarded from the transloading station, in separate cars, directly to the stop-off points and final destination. It is possible, therefore, to obtain simultaneous arrivals in two, three, or four widely separated consumer markets, or at two destinations located in the same consuming market.

Freight charges for carloads transloaded enroute are computed as if the original carload had made all the stop-offs for partial unloading, as billed. There is no charge assessed by the carrier for transloading. Actually, transloading is an operating function. It has nothing to do with the revenue billing for the consolidated or pool car.

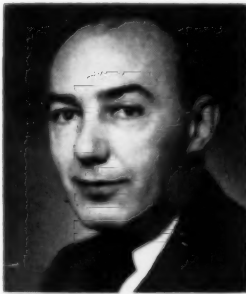
In addition, there is no charge for handling or



Gulf, Mobile & Ohio, at Jackson, Tenn.



Louisville & Nashville, Nashville, Tenn.



By Theodore J. Oechsner

Manager, Consolidating Division
General Traffic Department
United States Rubber Company



Santa Fe Road's Mahoney, Kan., station

stopping at the transloading station. Nor is the stop at the transloading station counted against the number of stop-offs provided for in the applicable tariffs. If a given commodity is entitled to three stop-offs, a request to transload will have no effect on the number of stop-offs allowed and granted by the applicable tariffs. Of course the shipper is billed for each stop-off requested.

To participate in this service it is only necessary for the shipper to insert the following on the bill of lading: "Transloading at is desired." This insertion enables the conductor to card the car directly to the transloading station.

Shipper Requirements

1. In order to correctly unload the contents of a pool car, the carrier requires a copy of a complete manifest at the transloading station. He must receive it prior to the arrival of the carload. The manifest should stipulate the pieces and weight to be unloaded for the various stop-off portions.
2. To be of further assistance, the shipper should load the packages or pieces to be transferred so they are readily accessible to the transloading forces.
3. The shipper should mark, label, or stencil all transload tonnage to assure proper identification.



Chicago, Burlington & Quincy, Galesburg, Ill.

4. Finally, the shipper should advise the local agent of the transloading railroad the car number, complete route, and the name of the consignees at the destination and stop-off points. This advance information enables the carrier to trace, expedite, and generally protect the carload from origin to destination.

Transloading has many advantages. The shipper and customer both benefit through the improved service. Assume that the normal or average transit time from origin to a major consumer market is five days. This transit time will remain unaltered even though three stop-offs for partial unloading are re-

(Please Turn Page)



Milwaukee Road's station at St. Paul, Minn.



CRI&P station, Armourdale Yard, Kansas City

Transloading . . .

(Continued from Preceding Page)

quested. This is primarily because of the carrier's method of handling transloading cars.

In addition, the shipper enjoys the flexibility associated with this privilege. He has the wide range of adjacent markets to consider in planning his consolidated, or pool car. Again, assume that the shipper normally forwards pool cars consigned to Kansas City, with a stop-off at Omaha for partial unloading. If the tonnage for Omaha fails to develop, it is reasonable to expect that the proposed consolidated carload will fail to materialize. Transloading, however, presents additional possibilities. The shipper now can consider tonnage for adjacent markets, such as Minneapolis, Des Moines, or St. Joseph, as stop-off points in association with his tonnage for Kansas City.

The carriers enjoy valuable advantages, too. Transloading creates a savings in car days. It is true that the contents of a 30,000 lb pool car, consigned to a destination with two stop-offs in transit, will move in three cars beyond the transloading station. However, the simple fact is that three cars will do the job in less time than one car would require. A savings in car days results.

Since there is a savings in car days, there must be a savings in per diem charges. This savings is more important since most of the nation's railroads boosted the per diem rate from \$2.40 to \$2.75 per car per day (Jan. 1, 1957). Finally, this technique enables the transloading carriers to reduce their empty car miles by utilizing this equipment, usually empty refrigerator cars, for a portion of the haul from the transloading station to the destination or stop-off point.

Transloading Stations

Since transloading is a specialized distribution technique, and an operating function, all carriers offering the privilege have special locations for performance of the work. These locations are called transloading stations. They generally are located at the beginning or head of the railroad, or at the first major junction point where two or more lines converge.

Proper location of the station is important to the

success of transloading. If the station isn't at or just beyond the junction of two or more lines of the same railroad, the privilege will involve routing limitations. The station usually is located at or near the beginning of the railroad to permit the shipper to serve the maximum number of major and secondary consumer markets.

Part II—The Guide

Carriers publishing the transloading privilege follow. They are arranged by territorial application. Most operate their transloading stations 24 hours a day, seven days a week.

Gulf, Mobile & Ohio

Until late 1951, transloading was a service offered exclusively by Southwestern and Transcontinental railroads. On Nov. 23, 1951, however, the GM&O became the first Southern railroad to offer the service to shippers forwarding pool cars to the major consumer markets served exclusively by the GM&O. Later, the privilege was extended to apply to specific destinations served by other carriers. Example of other destinations now served by the extension of the application are:

- A. Destined to C&G stations. Route: GM&O (Mathiston) C&G. Example: Greenwood, Miss. s/o Memphis, Tenn.
- B. Destined to Baton Rouge. Route: GM&O (New Orleans) L&A. Example: Baton Rouge s/o Memphis, Montgomery, New Orleans
- C. Destined to Atlanta. Route: GM&O (Birmingham) ACL, or CofGA, or SAL, or GM&O (Montgomery) CofGA, or WofA—A&WP

The GM&O transloads at Jackson, Tenn., about 260 miles south of East St. Louis, Ill. Following are illustrations of consolidated carloads that may be transferred at Jackson:

DESTINATION	STOP-OFF POINTS
New Orleans	Montgomery; Jackson, Miss.; Mobile
Jackson	Memphis; Birmingham; Montgomery
Baton Rouge	Birmingham; Jackson; New Orleans
Atlanta	Memphis; Birmingham

Illinois Central

On Aug. 29, 1956, the IC started transloading at Fulton, Ky., for pool cars received at Chicago, Peoria, Indianapolis, or East St. Louis, and destined to southern stations south of Fulton, served by the IC and certain connections. The specific connections are:

- A. Destined to C&G stations. Route IC (Winona) C&G
- B. Destined to Atlanta. Route: IC (Birmingham) ACL, or SAL, or CofGA, or ACL (La Grange) A&WP
- C. Destined to Savannah. Route: IC (Birmingham) ACL, or CofGA

Fulton is a major junction point about 125 miles north of Memphis. Illustrations of shipments that may be economically transferred at Fulton are:



Chicago Great Western's Oelwein, Ia., station



Great Northern transloads in Minot, N. D., yard

DESTINATION
New Orleans
Atlanta

STOP-OFF POINTS
Memphis; Vicksburg, Miss.; Baton Rouge
Corinth, Miss.; Birmingham

Louisville & Nashville

The L&N is the most recent of the major southern roads to provide for the transfer of part carload shipments. Service became effective Dec. 10, 1956. It is performed at Nashville. It is incorporated as a part of the new Radner freight station which is strategically located at the junction of lines from Cincinnati via Louisville, and from St. Louis via Evansville.

Application of transloading at Nashville applies on pool or consolidated carloads consigned to L&N destinations south of Nashville, and destinations served by the Central of Georgia. Following are illustrations:

DESTINATION
Macon
New Orleans

STOP-OFF POINTS
Chattanooga; Atlanta
Birmingham; Montgomery; Mobile

Atchison, Topeka & Santa Fe

The Santa Fe, one of the pioneers in transloading, participates in tariff arrangements that provide for the transfer of part shipments consigned to destinations in Western, Southwestern, and Transcontinental Territories.

The Santa Fe is one of only three carriers publishing tariff items applying to the different rate territories. It uses a modern, specially-constructed facility at Mahoney, Kan., for handling all westbound pool cars. This station, built in 1950, is located in the Argentine District, about six miles west of Kansas City.

The Mahoney transfer is slightly in excess of 1600 ft in length. It is serviced by two parallel tracks that are capable of accommodating 32 cars each.

Initially, the Santa Fe's transloading arrangement applied only to consolidated carloads consigned to destinations in California or Arizona, and moving via the AT&SF from Chicago, Joliet, or Kansas City. Illustrations of the Transcontinental application are:

DESTINATION
San Francisco
Los Angeles

STOP-OFF POINTS
Los Angeles; Phoenix
Denver; El Paso

On Oct. 29, 1952, the Santa Fe extended the scope of the Mahoney station by becoming the second carrier to publish this expedited through service to the Southwestern Territory. Examples of this service are:

DESTINATION
Oklahoma City
Houston

STOP-OFF POINTS
Cushing and Shawnee, Okla.
Tulsa; Dallas

On Oct. 16, 1955, shipments consigned to destinations in Kansas and Colorado were being handled by the forces at the Mahoney station. Illustrations of pool cars consigned to Western Truck Line destinations are:



Western Pacific Railroad, at Salt Lake City



Northern Pacific station at Billings, Mont.



Missouri Kansas Texas Lines at Parsons, Kan.

DESTINATION
Denver
Saline, Kan.
Pittsburg, Kan.

STOP-OFF POINTS
La Junta and Pueblo, Col.
Wichita, Kan.
Chanute, Kan.

Prior to 1955, all transloading privileges were restricted to westbound applications. On April 16, 1955, however, the Santa Fe inaugurated an eastbound transloading service. Belen, N. M., was selected as the new station.

In publishing this new privilege, the Santa Fe stipulated that all the stop-off points for partial unloading
(Please Turn Page)



Union Pacific Railroad at North Platte, Neb.



Southern Pacific station, at Dallas, Texas

Transloading . . .

(Continued from Preceding Page)

must be on the AT&SF lines. However, final destination may be on any railroad. Illustrations of cars handled at Belen are:

DESTINATION
Chicago
Detroit
El Paso
Dallas

STOP-OFF POINTS
Kansas City
Chicago
Albuquerque
Denver; Oklahoma City

Chicago, Burlington & Quincy

The Burlington inaugurated transloading July 1, 1953. It applied initially to Western Trunk Line destinations, with transloading at strategically-located Galesburg, Ill. Galesburg is about 160 miles west of Chicago. Later, on April 5, 1954, the CB&Q amended its transloading application by including certain North and South Coast destinations in the Transcontinental Territory. Following is a detailed application of the Burlington's transloading privilege:

Western Trunk Line: The arrangement applies on cars consigned to destinations described in Item 76 (except stations in Illinois located on lines other than the CB&Q and Wisconsin); Items 77 and 78 of WTL Territorial Directory No. 1-D; also to Ogden and Salt Lake City, Utah, and directly intermediate stations located on the D&RGW and UP railroads.

Transcontinental Application: South Coast Destinations—applicable to South Coast destinations served by the D&RGW, Western Pacific, and affiliates (Sacramento Northern and Tidewater Southern). North Coast Destinations—applicable to destinations on the Northern Pacific on traffic routed via Laurel, Mont., but one stop-off for partial unloading must be at CB&Q stations in Colorado or Wyoming.

Illustrations of pool cars that may be transloaded at Galesburg, in accord with the foregoing applications, are:

DESTINATION
Kansas City
San Francisco
Denver
Lincoln, Neb.
Seattle

STOP-OFF POINTS
Minneapolis; Des Moines; Omaha
Denver; Salt Lake City; Stockton, Calif.
Scottsbluff, Neb.; Cheyenne, Wyo.
Omaha and Fremont, Neb.
Denver; Billings, Mont.; Portland, Ore.

Chicago, Milwaukee, St. Paul and Pacific

The Milwaukee transloaded at Harlowton, Mont., for a number of years. On Sept. 17, 1956, the transloading operation, for obvious reasons, was transferred to St. Paul. Additional markets in South Dakota and eastern Montana were opened to transloading service by this move.

Because the Milwaukee Road does not participate in California traffic, its transloading application is restricted to North Coast destinations. If Portland, Ore., is involved as a point, it must be the destination. Consolidated carloads that may be transloaded at St. Paul are:



Fort Worth & Denver, at Fort Worth, Texas

Cotton Belt station, at Pine Bluff, Ark.

DESTINATION
Seattle
Portland

STOP-OFF POINTS
Wobridge, S. D.; Miles City, Mont.;
Spokane
Butte, Mont.; Missoula, Mont.; Seattle

(The Portland car should be routed CMSTP&P (Marengo) UP)

Chicago, Rock Island & Pacific

The CRI&P is the second of three railroads that participates in transloading privileges applicable to three major rate territories—Western Trunk Line, Southwestern, and Transcontinental.

Transcontinental: Transloading at Kansas City, Kan. became possible on Jan. 29, 1956. The privilege applies to destinations in Arizona, California, New Mexico, Oregon and Washington when moving CRI&P via Santa Rosa, N. M. In addition, consolidated carloads may be transloaded at Kansas City, Kan., when consigned to destinations located on the tracks of the D&RGW, WP, Sacramento Northern or Tidewater Southern, and moving Rock Island via Denver or Colorado Springs, Colo.

Illustrations of westbound pool cars that will be handled at Kansas City, Kan., are:

DESTINATION
San Francisco
Seattle
San Francisco

STOP-OFF POINTS
Phoenix; Los Angeles
Tucson; Sacramento; Portland, Ore.
Denver; Salt Lake City; Oakland, Calif.

Southwestern: The second application provides for the transloading at Kansas City, Kan., of pool cars destined to points on the CRI&P in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. Examples are:

DESTINATION
Fort Worth
Galveston

STOP-OFF POINTS
Wichita, Kan.; Oklahoma City; Lawton, Okla.
Duncan, Okla.; Dallas; Houston

Western Trunk Line: On April 16, 1956, the Rock Island extended its transloading application by establishing a second transloading station at Chicago. This new facility

(Please Turn to Page 56)

INDUSTRIAL packaging is feeling its way into a new era. For years it was a recognized art. Now, slowly, it is becoming a science.

This interesting observation will be studied in New York late this month at the American Management Association's Annual Packaging Show and Conference. The 27th National Packaging Exposition will be at the New York Coliseum May 26-30. The Conference will meet at the Hotel Statler May 26-28.

In increasing numbers, manufacturers are recognizing packaging for its importance in selling and in product protection, according to John A. Warren. Mr. Warren is technical advisor to the AMA's Packaging Division.

"Efforts to find the best packages at the lowest cost," he claims, "have sparked extensive research and experiment. Both users and suppliers are participating; and their efforts are responsible for the new era."

Mr. Warren continues, "Packaging-user industries are adopting such scientific management procedures as value analysis, quality control, and vendor rating. The supplying firms are creating materials and equipment that will perform under conditions and with an exactitude that would have been impossible five years ago.

"Packaging is not yet an exact science, but it is beginning to develop sophisticated engineering processes. The packaging industry is emerging from a trial-and-error period. It is entering one in which scientific data and techniques make it possible to predict the performance of a proposed package under variable conditions."

This trend will be reflected in the more than 130,000 sq ft of exhibits at the Exposition. Almost 400 firms will display the latest in machinery and equipment, materials and supplies, containers, and services. The scientific approach also will be emphasized in the Conference program. Complete case studies of cost reduction programs in three different industries will be heard.

This year's exposition is the first five-day show in the history of the event. Exhibits will span the entire

Packaging—Where Next and How Soon?

Packaging as a science, as opposed to packaging as an art, to be studied at
AMA Show and Conference in New York

range of the package spectrum, from design ideas through materials and machinery to finished packages. The materials, equipment, and services on display will demonstrate the growing technical know-how of packaging suppliers, and the varied ways in which package users are applying that know-how.

Materials manufacturers will exhibit films, papers, and boards designed for specific end uses. Among the items to be shown will be new liners to expand the use of cans; new laminates and other combinations of materials; expanded applications of formed plastic sheet; stretchable polyester films and stretch paper for multi-wall bags;

fibre drums coated so that they can be used for liquids and viscous products, and new applications of foam plastics.

Container exhibits will also emphasize the new technology. There will be increased variety in design and size of plastic containers; more variety in metals for cans, and plastic bottles with special coatings to protect products that formerly could not be packaged in plastic.

Machines to be displayed will include the latest in automatic high-speed packaging machines for plastic forming; equipment for packaging of incompatible products in unit flexible packages; more precise electronic instruments, and

(Please Turn to Page 92)

Departure from usual displays will be this Champion booth. An 18-in. high platform with glass floor will permit visitors to "walk over" product display



PART II

Training and Experiment-

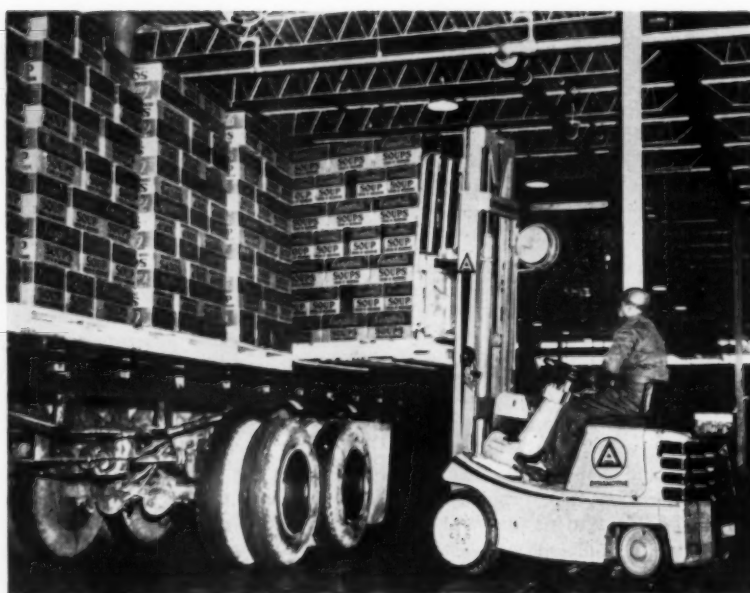
Here is a training program that will help your truck and car



The use of steel strapping, when it is required, should be demonstrated



Mechanical refrigerator cars with automatic controls improve shipping



To secure full cooperation of the crew in using the established load for each product, the reason for adopting each type of load should be explained

A CREW, supplied with the equipment for car and truck loading, can produce the full potential of this equipment only when its members have been properly trained.

Prerequisites for planning a training program are a management ready to supply the proper accessories and to work out proper methods for loading and securing the load.

The program described here consists of two parts. The first is applicable to crews loading either highway equipment or rail cars while the second consists of additional information on rail shipping.

Nomenclature. Words are the means we use to convey our

thoughts. It is important at the beginning of the course to define clearly the various terms used in shipping. Particular attention should be given to the proper designations in connection with bracing, blocking, and anchoring.

Safety. This phase of the subject continues throughout the course. But, in the beginning, such matters as bridgeplates, examination of floors, and steps to remedy weak floors should be covered. Proper chocking methods are a part of this phase.

Carrier Characteristics. The running gear, trailer supports, construction of van bodies, floors, etc., indicate the scope of the subjects to be covered. It is particularly important to point out where

By D. O. Haynes

DA Materials Handling Consultant

Two Keys to Safe Shipping

loading crews understand the principles of safe shipping and stowage

nails can be driven and where blocks, anchors, and similar devices can be attached.

Weight Distribution. An explanation of the percentage of weight carried by rear and front tires of trucks must be given. Similarly, load distribution on the wheels and landing gear of a detached semi-trailer and load distribution with the tractor attached should be discussed.

Next, placing of large individual items should be taken up. They must be located centrally, both sidewise and lengthwise. This is particularly important for loading and unloading unitized or other large items when the tractor has been withdrawn.

Some semi-trailers have a single or two closely-spaced front supports. With this three-point support, they are not very stable. Care must be exercised that the loads are spotted centrally to provide balance. It should also be demonstrated that the initial loads must be carefully placed so as to maintain proper balance. If pallets are arranged so that there are two parallel rows the length of the trailer, pallets should be stowed and removed from alternate sides. Correct sequence in loading and unloading is an essential part of a training program.

Tight Loads. Tight loads are a prerequisite of good shipping. A discussion of the causes of forward, backward, and lateral movements of loads should be followed by an explanation of the ways of keeping the load intact. Describe front bulkheads for trucks with rounded front ends, rear gates, space fillers, separators, blocks, bracing, steel strapping,

and anti-skid plates if they are required for your shipments.

Types of Loads. Regardless of the kinds of products, the reason for the established type of load for each should be explained. Paper-retained, stepped-down, and staggered loads, if they are to be used, require description and illustration.

Mock-up Trucks and Trailers. Models are useful for classroom demonstrations. However, the men must get the feel of their work. The best practice area is a real truck or trailer. Lacking this, a mock-up is satisfactory. This need not be elaborate, but it should approximate the kind of vehicle to be loaded.

This outline does not exhaust

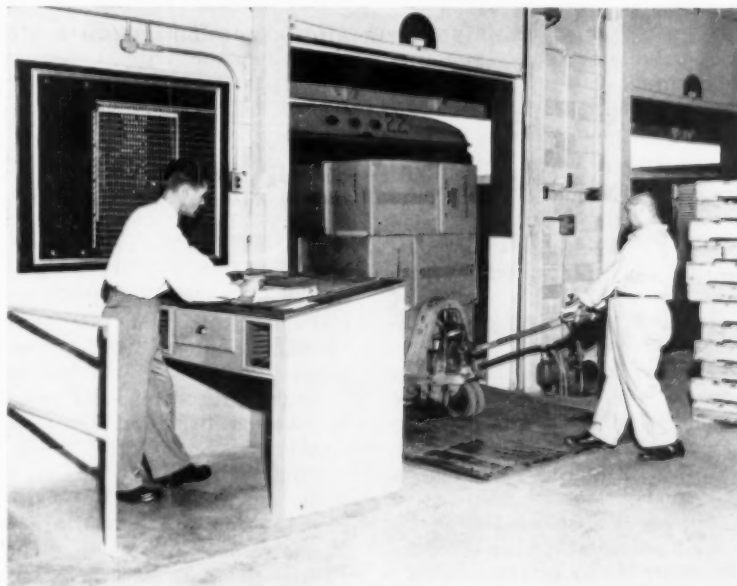
the possibilities in crew training. The individual responsible for the program will make full use of every available assistance both in working up his material and in the instruction phase. He may elect to use manufacturers' representatives, films, models, or illustrations. In this connection, he should not overlook the value of photographs to show good loading practices and the damages which result when these are neglected.

Car Crews

In general, the above outline also will serve for a car crew. However, because rail shipments are subjected to other hazards, more instruction is required.

(Please Turn to Page 62)

Correct sequence, particularly where palletized or unitized loads are used, is an essential in a training program for highway trailer loading crews





A low-lift truck is used to handle a palletized shipment of soap being loaded into car adapted for palletized freight



Palletized grocery products are stacked four pallets high in a recently constructed warehouse in Liverpool

British Firm Modernizes For Added Efficiency

Large distributing company reorganizes, reducing number of warehouses and increasing efficiency of its operations.

Depot system allows production on a straight line basis

ONE of the largest distributing companies in Britain, operating on a nation-wide basis, is carrying out a reorganization and modernisation programme to reduce the number of warehouses while increasing efficiency.

The company is S.P.D. Limited (Speedy, Prompt Delivery), the warehousing and distributing company of the Unilever organisation. S.P.D. earns over \$6-million a year for its storage, distribution and trunk haulage service.

By building a number of up-to-date distributing centres, convert-

By John Grindrod
DA European Correspondent

ing some existing depots, and introducing modern mechanical handling equipment the company plans eventually to reduce the number of its warehouses and to increase still further their efficiency.

Using 62 full-scale depots, 69 buffer depots, and six agency depots, the firm stored 1,109,047 tons in one recent year. This included such products as margarine, lard,

frying oils, soaps, detergents, toilet accessories, glycerine, quick frozen fruit and vegetables, canned peas, soups and fruits, quick-frozen fish, and infant welfare foods, which were dealt with for the Government.

Founded during the First World War, the company distributed Port Sunlight products to wholesalers and retailers. S.P.D. now is fulfilling this function in a way which would be impossible for the public transport agencies. At the same time, it is doing it much more cheaply.

Claimed also to be cheaper than

direct factory delivery, the depot system allows factory production to be organised on a straight line regardless of the ebbs and flows of sales. It also enables the factory to utilise its limited space almost wholly for manufacturing. Regional production can function without sales difficulties, and, by keeping stocks at the depots, supplies always are assured.

Utilisation of S.P.D. warehouses as the final delivery centre provides a service so flexible that the selling company's changing marketing plans can be made effective right into the traders' premises.

To reduce the incidence of damage from air attack during World War II and to cope with increased business, they increased their principal depots from 16 to over a hundred.

Postwar Plans

At the end of the war, it was decided to standardise the design, layout and handling equipment at their new depots and to reduce the number to about 40. At the end of 1951, there was a total of 155 depots made up of 56 full-scale, 93 buffer and six agency types. By the end of 1953, the number had been reduced to 137. Of these 62 were full-scale, 69 buffer, and six agency. This process of telescoping still is continuing.

Palletisation is being generally adopted. In the new depots, pallet loads can be stacked up to four high, each pallet load having a height of about 4 ft.

The electrically-operated fork-lift trucks used by S.P.D. to handle pallet loads have a capacity of 30 cwt and lift to 12 ft high. The pedestrian-controlled pallet trucks have a capacity of 4500 lb and a lift sufficient to clear the ground.

In palletisation experiments, the British Transport Commission co-operated to the extent of modifying some standard rail trucks. British Railways now are delivering palletised loads to S.P.D. depots.

It is around this handling system that S.P.D. are designing their post-war warehouses. To achieve this, stanchions are eliminated.
(Please Turn to Page 96)



Road Signals

From "Roadway Digest," published by Roadway Express, Inc.

SIGNALS — flickering lights and hand-arm motions—have special meanings to members of the truck drivers' fraternity. What are these signals, and what do they mean?

There is no written code. The drivers put signals into use and translate their meanings to others informally — probably over a cup of coffee.

Hand signals for left and right turn and stop are fairly uniform in most states. Turn signals on late model cars, and trucks, have partially solved the problem of these simple directions.

To explain other important highway maneuvers and to cover certain emergency situations, here are a few additional signals used by truck drivers:

Vehicle wants to pass you . . . "SAFE TO PASS"

Day: Circular motion of extended arm; repeat. Night: Flick marker light on rear, and when vehicle has passed far enough to clear when pulling to the right again, flick the headlights.

(This signal is passing out of

the picture. The ATA's Council of Safety Supervisors has instructed drivers to discontinue the practice. A recent Supreme Court decision in Minnesota held a trucking firm liable for the acts of its driver when the driver gave a hand signal to a following vehicle to overtake and pass. An accident followed and the trucker was declared negligent to the tune of \$60,000. The old signal is printed here because it still is used occasionally, particularly by drivers of unregulated vehicles.)

Vehicle wants to pass you . . . "DANGEROUS TO PASS"

Day: Standard slow signal, such as straight down motion with arm or repeated tapping of brake to flash lights. Night: Tap brakes to flash tail lights on and off.

You want to pass another vehicle . . . "MAY I PASS?"

Day: Sound horn momentarily two or three times. Night: Flick lights two or three times.

Glaring lights on oncoming car . . . "LOWER LIGHTS, THEY'RE BOTHERING ME."

(Please Turn to Page 96)

Handling Show, Conference in Cleveland June 9-12

Some 200 exhibitors to display 6000 pieces of materials handling equipment; Annual Conference to stress cost reduction techniques

WHATEVER your materials handling problem, you're sure to find the tools, machines, equipment, or systems to solve it at the 1958 National Materials Handling Exposition. The show is scheduled for June 9-12 in Cleveland's Public Auditorium.

Running concurrently with the show will be the traditional Materials Handling Conference. This year's Conference will be sponsored by the American Society of

Mechanical Engineers. The Exposition is produced by Clapp & Poliak, Inc., of New York.

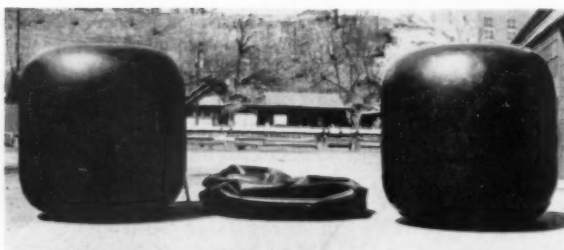
The show will be a broad exhibit of every type of mechanical handling equipment. More than 100 basic types of machines will be shown. Most of the exhibits will be "live," with equipment demonstrated under actual working conditions. Some 200 companies will show 6000 pieces of equipment.

Daily Conference subjects will

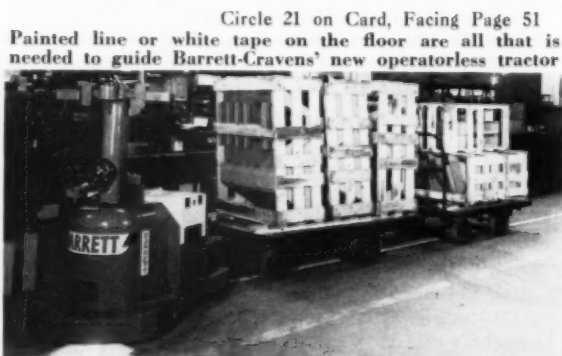
include: "Scientific Management and Materials Handling," "New Developments in Materials Handling," "Design and Development of Special Equipment," and "Materials Handling in the Atomic and Space Age."

Additional information of the Exposition and Conference can be obtained by circling No. 4 on the postage-free Reader Service Card facing Page 51 in this issue.

Following is a partial list of ex-



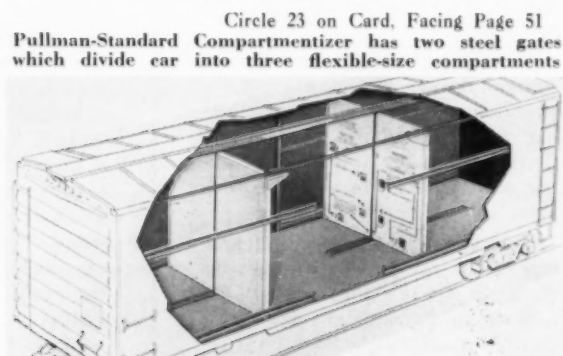
U. S. Rubber will show its Sealdbin rubber containers. Drum-shaped and collapsible, they are 8 ft in diameter
Circle 20 on Card, Facing Page 51



Circle 21 on Card, Facing Page 51
Painted line or white tape on the floor are all that is needed to guide Barrett-Cravens' new operatorless tractor



Two new styles of the Motorola industrial Dispatcher are designed to make installation easy on industrial trucks
Circle 22 on Card, Facing Page 51



Circle 23 on Card, Facing Page 51
Pullman-Standard Compartmentizer has two steel gates which divide car into three flexible-size compartments

hibitors, and a brief description of what each will display. Additional information on this equipment also may be obtained by circling the appropriate Reader Service Card number.

Allis-Chalmers Manufacturing Co.

Two crawler type tractor shovels; the 1½-cu yd capacity HD-6G, and the 2¼-cu yd capacity HD-11G.

Circle 38 on Card, Facing Page 51

American Machine & Foundry Co.

Self-leveling work positioners with calibrated spring mechanism that keeps work in process at a continuous level.

Circle 39 on Card, Facing Page 51

Autoquip Corp.

Porta-Contact hydraulic lift, which lowers to 4½ in., lifts to 64½ in. 2500 and 5000-lb capacities, with 4 x 8 and 6 x 8-ft platforms.

Circle 40 on Card, Facing Page 51

Bal Corp., William

Vulcanized fibre tote conveyor box, with smooth-bottom construction for use on any type conveyor system.

Circle 41 on Card, Facing Page 51

Bemis Bro. Bag Co.

Waterproof bags, transwall doors, pallet liners, lumber covers, plus full line of paper, textile, and plastic bags.

Circle 42 on Card, Facing Page 51



Hartman portable lift has range of 500 to 2000 lb., to a 112-in. height
Circle 24 on Card, Facing Page 51

Bosworth Manufacturing Co.

Magnetic conveyor in two models—small parts conveyor in 4, 5, and 6-ft heights, and longer model in 4 through 10-ft heights.

Circle 43 on Card, Facing Page 51

Broen Metal Products, Inc.

Corrugated sheet metal containers in either rolling or stationary construction. Units are tierable.

Circle 44 on Card, Facing Page 51

Chainveyor Corp.

Full-size, operating show conveyor, overhead system combining vertical up and down curves with horizontal curves.

Circle 45 on Card, Facing Page 51

Century Gas Equipment Co.

LP-Gas conversion units, including LPG power package for fork-lift trucks.

Circle 46 on Card, Facing Page 51

Clarke Sanding Machine Co.

MS-36 power sweeper which will sweep up to 50,000 sq ft an hour.

Circle 47 on Card, Facing Page 51

Coles Cranes, Inc.

New S-1510 mobile power crane with Coles gasoline electric power set-up. Also S-810, self-propelled, full circle slewing, one-man crane.

Circle 48 on Card, Facing Page 51

(Please Turn Page)



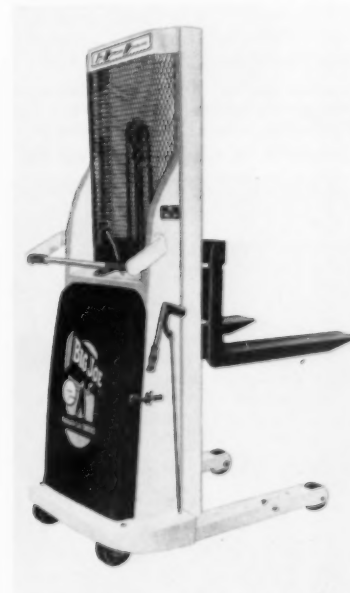
Stevens Appliance Truck Co. is introducing this new 500-lb capacity model
Circle 25 on Card, Facing Page 51



Acme's fully powered strapping tool combines tensioning, sealing, cutting
Circle 28 on Card, Facing Page 51



Anthony Co. Express-O-Lift has 800-lb capacity, for use on pick-up trucks
Circle 27 on Card, Facing Page 51



Big Joe's display will include this new 1000-lb battery operated lift truck
Circle 26 on Card, Facing Page 51

Handling Show . . .

Continued from Preceding Page

Divine Brothers Co.

Durothane, new industrial tire in the polyurethane field; cast directly to wheel rim in full range of sizes for fork trucks, pallet trucks, etc.

Circle 49 on Card, Facing Page 51

Ensign Carburetor Co.

Mgl carburetor, Model W vaporizer-regulator, vacuum shutoff valve, and liquid LPG filter for industrial truck LP-Gas installations.

Circle 50 on Card, Facing Page 51

Equipro Div., Aurora Equipment

New series of cabinet work benches, featuring closed ends and backs with doors, drawers, or shelves, as desired.

Circle 51 on Card, Facing Page 51

The Fairbanks Co.

Heavy-duty, lift-jack platform truck; the new No. 580 has a 4,000-lb capacity; steel-framed construction.

Circle 52 on Card, Facing Page 51

Fauver Co., Inc., J. N.

Redesigned conveyor lubricators, including the 112X spray type, and the 704 solid injection type.

Circle 53 on Card, Facing Page 51

Fuller Co.

New Airslide development which permits fine, dry materials to be conveyed horizontally without moving parts.

Circle 54 on Card, Facing Page 51

Gerrard & Co., A. J.

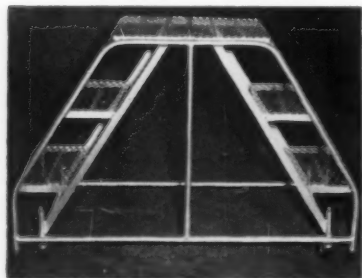
Tapebinder, a filament-reinforced pressure sensitive tape. Plus the Wirebinder wire tying machine.

Circle 55 on Card, Facing Page 51

Hollywood Plastic Arts, Inc.

Modubox tote boxes for handling and storage of small parts, etc.

Circle 56 on Card, Facing Page 51



Ballymore will display new line of safety stepladders, including A-type

Circle 29 on Card, Facing Page 51

Industrial East Co.

Heavy-duty express roller dollies, in five size ranges, from 2- to 300-ton capacity.

Circle 57 on Card, Facing Page 51

Kosarin & Associates, Arnold A.

ILO single wheel car shunter for moving rail cars with a total weight of up to 100 tons.

Circle 58 on Card, Facing Page 51

Lambert, Inc.

New line of power floor sweepers available in two sizes with sweeping widths of 28 or 37 in.

Circle 59 on Card, Facing Page 51

Lodge Manufacturing Corp.

Express Rapid Loader, elevating dock platform which raises up to 10 ft from the floor, functioning as mobile, adjustable loading dock.

Circle 60 on Card, Facing Page 51

Martin Engineering Works

Model UCV Vibrolator, a vibration inducer for movement of powdered and granular materials in bins, etc.

Circle 61 on Card, Facing Page 51

National Vulcanized Fibre Co.

New line of rigid Kennett containers of vulcanized fibre with flat bottoms for use on belt or skate conveyor.

Circle 62 on Card, Facing Page 51

New London Engineering Co.

Trough belt conveyor for bulk materials. Available with any type belt in 12- and 18-in. widths, with speeds from 60 to 250 fpm.

Circle 63 on Card, Facing Page 51

North American Equipment Corp.

Quik-Pik gravity storage system, an adjustable stock selection rack. Merchandise is loaded from the rear and slides to selecting positions in front.

Circle 64 on Card, Facing Page 51



New line of shop equipment, bins and shelving to be shown by Borroughs

Circle 30 on Card, Facing Page 51

Opel Corp., George Von

Motorized head pulley for conveyor drives which eliminates motor stands, couplings, reducers, V-belts, etc.

Circle 65 on Card, Facing Page 51

Paltier Corp.

Pallet hardware which permits users to make portable racks with standard pallets. Assembly of the tubular components is via snap-on action.

Circle 66 on Card, Facing Page 51

Parker Sweeper Co.

Manually operated and powered industrial floor sweepers, plus utility carts available in 5- and 15-bushel.

Circle 67 on Card, Facing Page 51

Penco Metal Products

Full line of steel storage equipment, featuring the new Premier adjustable steel shelving.

Circle 68 on Card, Facing Page 51

Philadelphia Hoist

Model R aluminum army type trolley hoist in 1/2-, 1-, and 2-ton capacities. Plus new line of power lift electric hoists from 250 to 4000-lb capacities.

Circle 69 on Card, Facing Page 51

Princeton Griphoist, Inc.

Griphoist Tirfor, a hoist and pull unit; Pul-Mite, a light-weight pulling tool; Iron-Grip, a wire rope cutter.

Circle 70 on Card, Facing Page 51

Rol-Away Truck Mfg. Co.

New hi-ladder maintenance truck; heavy-duty tube, pipe, and bar truck; Rol-Guide chair cart.

Circle 71 on Card, Facing Page 51

Sandvik Steel, Inc.

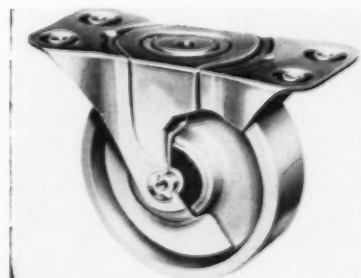
Several steel belt conveyors with accessory equipment to demonstrate storage and discharge characteristics of spring steel conveyor belting.

Circle 72 on Card, Facing Page 51

Skarnes Engineering & Supply, Inc.

Rol-A-Lift Desk Model 500, for moving desks and other furniture.

Circle 73 on Card, Facing Page 51



Faultless Castor Corp. will show this new semi-steel, grease-sealed wheel

Circle 31 on Card, Facing Page 51

Standard Pressed Steel Co.

Hallowell Erectomatic steel shelving, featuring positive built-in lock, fast assembly, independent shelf positioning, four shelf classes.

Circle 74 on Card, Facing Page 51

Standish Associates, Inc.

New 40-ft carousel conveyor featuring electromatic pallets, each pallet with a live, 110-volt outlet.

Circle 75 on Card, Facing Page 51

**Stanley Steel Strapping Div.,
The Stanley Works**

Complete line of steel strapping tools, machines, supplies, and equipment.

Circle 76 on Card, Facing Page 51

Sterling Fleischman Co.

New one-man hydraulic drum lift with 750-lb capacity and 70-in. lift height; plus new drum hoisting yoke.

Circle 77 on Card, Facing Page 51

Stokvis-Edera & Co.

Multiton Steinbock hydraulic pallet truck in capacities of 2200, 3500, and 4400 lb, with a 4½-in. lift.

Circle 78 on Card, Facing Page 51

Storage Products Corp.

Speedrack drive-in rack, a fully adjustable, boltless storage rack which can be set up as a free standing unit.

Circle 79 on Card, Facing Page 51

T & S Equipment Co.

Dockleveler package model, a new loading ramp installation, for installation in front of existing docks.

Circle 80 on Card, Facing Page 51

Tennant Co., G. H.

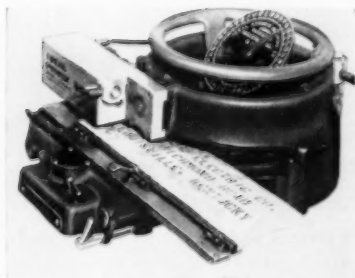
New model 40 power sweeper, a walk-behind unit designed for use in crowded and congested areas.

Circle 81 on Card, Facing Page 51

Tier-Rack Corp.

Tubular metal picking frame which houses a picking pallet on the warehouse floor so that reserve stock can be stored overhead.

Circle 82 on Card, Facing Page 51



Ideal Stencil has marketed a new unit for cutting stencils with air power

Circle 32 on Card, Facing Page 51

Tube-Strut Corp.

Beam-Strut clamp for construction of heavy-duty storage racks. It permits construction of storage racks from standard channel or I-beam.

Circle 83 on Card, Facing Page 51

Victor Adding Machine Co.

Electric personnel and materials cars, including maintenance model, fire truck, scooter model, and pic-a-bac.

Circle 84 on Card, Facing Page 51

Uhrden, Inc.

Tubar, twin-cylinder dumper for handling bulk containers. It elevates loads up to 4000 lb as high as 60 in.

Circle 85 on Card, Facing Page 51

United States Rubber Co.

Shor-Kwik dunnage bags, inflatable bags used to fill the voids in loaded freight cars and trucks. Plus Seald-bin collapsible rubber containers.

Circle 86 on Card, Facing Page 51

Warehouse Storage Systems Co.

High load capacity end frame which uses a low-cost rectangular tube upright for storage rack construction.

Circle 87 on Card, Facing Page 51

Watson Co., H. S.

Moto-Vator, a push-button activated electric floor conveyor kit for installation in van trailers and trucks.

Circle 88 on Card, Facing Page 51

Wayne Manufacturing Co.

Models 705 and 706 power sweepers for inside and outside use, featuring no dust bag, 15 cu ft hopper capacity, and quick broom change.

Circle 89 on Card, Facing Page 51

Weber Marking Systems

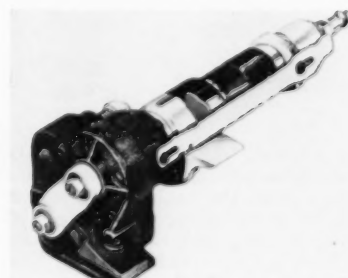
Facsimile label system which permits user to print facsimile label and customer's address directly on carton at a rate of 30 to 40 a minute.

Circle 90 on Card, Facing Page 51

Wilshire Power Sweeper Co.

Model 800 industrial power sweeper, built in two sizes for sweeping 24- and 36-in. swaths.

Circle 91 on Card, Facing Page 51



Air-powered pneumatic stretcher and cutter was developed by Brainard

Circle 33 on Card, Facing Page 51



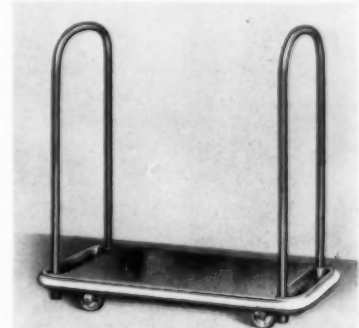
Frank G. Hough Co. has announced side-boom attachment for HO Model

Circle 37 on Card, Facing Page 51



Vanguard's Hydro-Boom positions loads up to 2500 lb within 1/100 in.

Circle 36 on Card, Facing Page 51



Removable handles enable this Colson truck to be altered for specific needs

Circle 35 on Card, Facing Page 51



Tier-Rack's picking frame permits immediate overhead storage of back-up

Circle 34 on Card, Facing Page 51



PRODUCTS

... FOR FURTHER INFORMATION

Portable Two-Way Radio

General Electric is offering a new portable transmitter-receiver. This new tubeless receiver for use in VHF mobile communications services is completely transistorized. G-E Transistor No. 3N36, engineered for frequencies up to 100 mc, will be used in the company's 25-54 mc low-band



portable. Units designed for high-band (144-174 mc) will be equipped with G-E Transistor No. 3N37, engineered for use up to 200 mc. This unit is lightweight and compact and provides more audible signals than portables now on the market. Sensitivity of the equipment (0.4 microvolts) will be important in remotely-located areas where communications' reception normally is poor.

Circle 92 on Card, Facing Page 51

Floor Conveyor Kit

H. S. Watson Co. announces the new Watson-DeWitt Moto-Vator, a push-button activated electric floor conveyor kit. The unit mounts to the floor of any van body or trailer, and at the touch of a button, walks palletized-unitized loads in or out of the body. The Moto-Vator kit consists of a conveyor chain channel assembly, four tracks and floor segments. The conveyor chain channel assembly runs full body length and is powered by 12 volt battery motor.

Circle 93 on Card, Facing Page 51

Front-End Loader

The Frank G. Hough Co., has announced production of a new Pay-loader model, the H-25. It is the first rubber-tired, front-end loader with a rated carrying capacity of 2500 lb. Although this new H-25 has more capacity and is larger and heavier, it can be operated in and out of box-

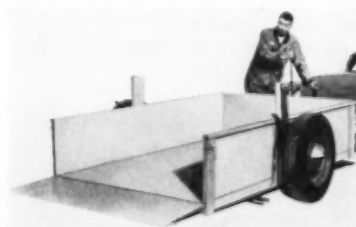


cars having 6 ft doors. It has 6 ft to the outside rear hub turning radius. Power-steering as a standard feature assists both maneuverability and ease of handling. A new power-shift transmission and new torque-converter are matched. This new Pay-loader is being offered with a choice of gasoline, diesel or LPG power. The maximum dumping height clearance (5 ft 4 1/2 in.) is 6 1/2 in. higher.

Circle 94 on Card, Facing Page 51

Cargo Trailer

A hydraulic elevating trailer for all-purpose hauling has been announced by Easy Loader, Inc. The new unit, known as EZ-Loader, has a hydraulically operated bed which lowers to ground level for easy load-

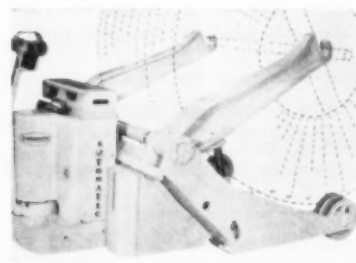


ing and then raises to hauling position. It is unnecessary to detach the trailer from the hauling vehicle for loading or unloading. The tail gate forms a heavy-duty loading ramp as well as a secure body closure. The trailer is all-steel construction and weighs 960 lb. It has a rated capacity of 2000 lb.

Circle 95 on Card, Facing Page 51

Reel Handler

A redesigned electric cable reel Transporter with lifting capacities from 8 to 1,500 lb, is offered by Automatic Transportation Co. This new unit has pivoted lifting arms which are adjustable. The lift of the load arm is assured by connecting telescoping torque tube. Eight-in. load arms are available to handle reels



36 to 46 in. wide and 30 up to 90 in. in diameter. Maximum lift of the Transporter raises the 90 in. reel three in. off floor surface. The truck is equipped with single steel wheels.

Circle 96 on Card, Facing Page 51

Single Drive Tractor

White-Freightliner Div., The White Motor Co., is now offering a single drive tractor with 51 in. cab. The short cab makes it possible to pull two 25-ft trailers within the 60-ft length limitation. The operator gets more trailer-back-of-cab clearance so sharp turns and operating over dips



in streets and terminals can be made safely. Driver leg room and comfort has not been sacrificed to shorten cab. The WF5142T chassis weighs only 9965 lb.

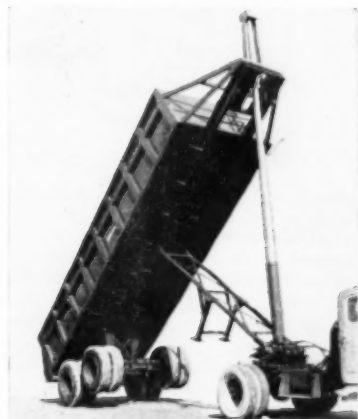
Circle 97 on Card, Facing Page 51

and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 51

Frameless Dump Trailer

Perfection Steel Body Co. is now manufacturing a frameless dump trailer that adds as much as 4000 lb legal payload to the tractor-trailer unit. Specially designed body longi-

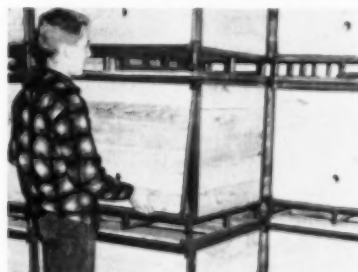


tudinals serve as the trailer frame, giving added payload. A front-mounted telescopic hoist has weight-saving features that add up to 1000 lb of legal payload. This new unit has great stability at any dumping angle, and loads can be dumped with tractor and trailer in full, jack-knifed position.

Circle 98 on Card, Facing Page 51

Box Pallet

A new box pallet has been added to the line of Econoweld Corp. It is available in any size, and features a removable panel for access to the contents even when stacked. The new

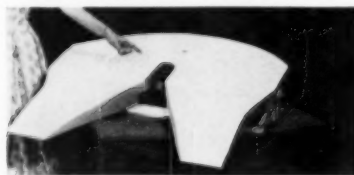


design incorporates a hardwood liner protected on all sides by welded angle iron framing, without metal-to-product contact.

Circle 99 on Card, Facing Page 51

Fifth Wheel

A cast steel "wide-stance" (38-in.) fifth wheel, which grips the kingpin at the large and small diameters simultaneously, has been introduced by Trailmobile, Inc. The new wheel spreads the load over a broad section of the tractor frame through two sturdy, cast steel feet measuring 6 1/16 by 20 in. The feet are spaced on 31-in. centers. Full tilt action



allows aprons to rest directly on the tractor frame when the wheel is not coupled to a trailer. This minimizes the chance for damage to the trailer nose during coupling. Height from tractor frame to the top of the plate is only 6 3/4-in.

Circle 100 on Card, Facing Page 51

Shipping Container

A new plastic-and-steel returnable container for the shipment of corrosive chemicals is offered by the Container Div. of Jones & Laughlin Steel Corp. The new container, called



"JALboy" consists of a polyethylene inner container with a steel drum outer jacket. It is made in two sizes: standard weight 14-gal (with 5 1/4-lb inner container), and the heavy duty 13-gal (with 8 3/4-lb inner container).

Circle 101 on Card, Facing Page 51

Sliding Doors

Jamison Cold Storage Door Co. is offering a new line of power operated, horizontal sliding doors known as the Electroglide. They are built to provide a positive seal not only at the closing edges, but at the top and



bottom of the horizontal sliding doors. The new doors are available in a range of sizes from 5 x 7 ft to 10 x 10 ft. Compression seals on all edges, remote control switches, safety edge, lightweight insulation, emergency release padlocking and level ride opening and closing are among the many new features.

Circle 102 on Card, Facing Page 51

Platform Truck

A new line of medium duty platform trucks with double angle steel frames, combining maximum deck strength with minimum weight, is being manufactured by SI Handling



Systems, Div. of Safety Industries, Inc. They are available in a range of deck sizes from 24 x 48 in. to 36 x 72 in. The medium duty line, the MPL series, has a load capacity of 2500 lb.

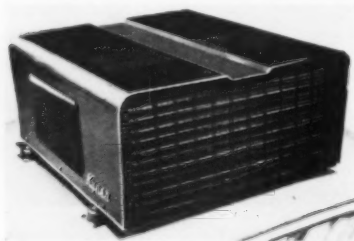
Circle 103 on Card, Facing Page 51
(Please Turn Page)

DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Truck Cab Conditioner

Kysor Heater Co. has developed the new Model TP (truck powered) air conditioner. Rugged yet lightweight, only 80 lb roof weight, it is quiet in operation. The belt driven compressor and electric clutch is located in the truck engine compartment, with the



condenser and evaporator group housed on the cab roof. A recessed panel contains all controls and the two-way adjustable air flow deflector is located on the cab ceiling. Compact in size, 25½ in. wide x 29½ in. long x 14½ in. high, the Kysor TP fits any cab roof and can be transferred from one cab to another.

Circle 104 on Card, Facing Page 51

Floor-to-Floor Conveyor

The Bayer "Space-Miser," an inclined floor-to-floor conveyor that utilizes existing stairway space, does not require building alterations and folds away when not in use, is announced



by A. J. Bayer Co. It utilizes existing stairway space, operating on a double channel tract attached to one wall. The drive mechanism and all controls are compactly housed in an out-of-the-way location at the stairhead.

Circle 105 on Card, Facing Page 51

Hand Truck

Increased flexibility in storage and handling of common parts is provided by the new Stackrack hand truck manufactured by Stackbin Corp.

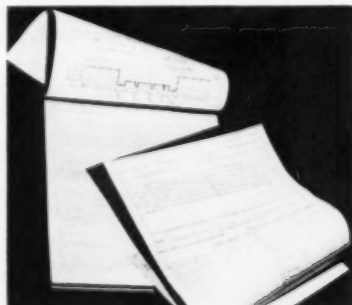


Mobility permits low cost, fast bulk replacement of parts and/or easy positioning of custom-made supply setups at processing and assembly stations. Sizes of hand trucks are available to suit individual plant requirements.

Circle 106 on Card, Facing Page 51

Vehicle Condition Report

Tex-N-Set Manifold Co. is offering a combination drivers' log and daily vehicle condition report which meets ICC requirements with one hand book. This combination form saves driver time and provides a clear, easy-



to-read copy for office files with an extra copy for your maintenance department. Thirty-one set combination units in snap apart form are bound in each book. Sharp, one-time carbons are always in place.

Circle 107 on Card, Facing Page 51

Built-in Lift Truck Scale

A complete scale system is being built into standard lift trucks by Detco Scales, Inc. Incorporating the scale as an integral part of the lift truck eliminates the necessity of weighing the truck itself and sup-



plies a net weight of the material handled. The speed of handling materials increases and the cost is lowered by decreasing the number of units necessary to properly handle and weigh. Gross weighing capacity of this scale can go as high as 12,000 lb.

Circle 108 on Card, Facing Page 51

Loading Ramp

Non-slip grating tracks are standard on the new series of mobile loading ramps announced by Magline, Inc. Made of heavy-duty open construction for self-cleaning, these grating tracks are recessed in the deck surface to set flush with center



flooring. They extend throughout the length of the area of maximum slippage and provide safe, sure traction at low speeds. The ramps are made of magnesium and are available in 58 and 70-in. widths and in 30 and 36-ft lengths. Capacities range from 11,000 to 16,000 lb.

Circle 109 on Card, Facing Page 51

Dehumidifier

An electric dehumidifier, the Imperial Automatic, which provides fully automatic humidity control has been introduced by the Mitchell Mfg. Co. Out-boarded wheels and a handle

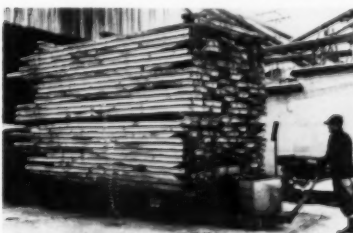


on top of the unit makes portability practical. The unit will control humidity in an area of 14,000 cu ft. Under normal conditions the unit removes from 15 to 24 pints of moisture from the air in a 24 hour period.

Circle 110 on Card, Facing Page 51

Walkie Lift

A special hydroelectric lift truck of unusual dimensions and power is offered by Lift Trucks, Inc. The truck, with a rated capacity of 14,000 lb., is powered by two hydroelectric power



units operating in unison, giving four driving wheels with only one set of operating controls. It has six wheels on the trail axle. Platform length is 120 in. long. The four wheel drive is as easy to steer as one single wheel drive with a 5 or 6-in. face and equivalent loading.

Circle 111 on Card, Facing Page 51

Conveyor Belt

A conveyor belt that can carry cartons up slight inclines, yet slides easily beneath the package when a gate is used, has been announced by United States Rubber Co. Known as U. S. Perfection Package conveyor belt, it features a folded edge construction utilizing three, four or five plies of 28 or 32 oz cotton duck. On both sides it has a black friction surface, which enables the belt to slip beneath the package and prevents materials from piling up and jumping a gate.

Circle 112 on Card, Facing Page 51

Truck Dock Shelter

Frommelt Industries announces the development of an all-weather loading dock shield designed to provide protection to shipments and personnel during loading and unloading operations. The Snug-Fit has a spring-



tensioned upper frame carrying the top cover, a weighted front curtain, and sliding front curtains. It forms a cape hood fitted with sewed-in rubber cord and weights to hold automatically and snugly around top and sides of a truck. The Truck-Dox maintains refrigerated dock and truck temperatures with a temperature loss of less than five deg between truck and dock.

Circle 113 on Card, Facing Page 51

High Mast Lift

Hustler Corp. has developed a high mast for its Model PUG electric lift truck which extends to a maximum height of 135½ in. for stacking. This mast can be brought down to 69 in. in height to permit the truck to work in production areas. It has a 50 in.



free lift permitting it to be used to load highway trucks. The PUG electric fork lift truck has been re-engineered. It has a turning radius of 52 in.

Circle 114 on Card, Facing Page 51

Foot Power Staplers

A new line of foot operated Duo-Fast staplers has been introduced by Fastener Corp. A single unit weighs



only 48 lb. Four models are available: A solid post model for stapling carton bottoms which has a 10-in. reach with a 24-in. deep post; a hinged post which allows greater clearance for inserting cartons into position; a straight air model suited to stapling flat cartons, telescopic cartons and corrugated filler; and the table tacker model used for assembling small, wooden shipping boxes.

Circle 115 on Card, Facing Page 51

High Lift Channels

The Yale & Towne Mfg. Co. has announced the development of lift truck channels applicable to a 10,000-lb capacity Yale gasoline truck which can raise a 4000-lb load to a height of 30 ft. It was designed for specialized handling jobs and maintenance work. The extra high channels have an overall collapsed height of 220 in.



This overall height permits a wide spacing of channel rollers, and effective channel bracing obtains load rigidity throughout the full range of lift. Lifting speeds of 20 fpm loaded and 21 fpm empty are possible.

Circle 116 on Card, Facing Page 51

**FREE**

LITERATURE

Packaging Materials

A 12-page booklet containing 60 photographs and illustrations showing various types of packaging materials, has been published by **Kimberly-Clark Corp.** It includes a section on Kimpak interior packaging, a cellulose cushioning material. Military packaging specifications also are included.

Circle 117 on Card, Facing Page 51

Steel Shop Equipment

The **Borroughs Mfg. Co.** is offering an eight-page bulletin on its new line of steel shop equipment. The catalog describes the work benches, portable and semi-portable units, utility carts, tool stands, shop desks, table and accessory components. All sizes as well as other specifications are listed.

Circle 118 on Card, Facing Page 51

Crane Scale Bulletin

Bulletin M-25, on the Sensater hydraulic crane scale, is offered by **Martin-Decker Corp.** This new scale incorporates accuracy, light weight, low headroom loss, high safety factors, patented Sensater diaphragm, adjustable gauge, full 360 deg dial and manual tare adjustment. It now is available in six capacities from 1000 to 20,000 lb.

Circle 119 on Card, Facing Page 51

Rider-Walkie Trucks

A cutaway brochure describing the Yale Worksaver line of rider-walkie trucks is being offered by **The Yale & Towne Mfg. Co.** Using sectionalized views and a system of die-cut pages, the booklet "disassembles" the Worksaver to point out all its operating features.

Circle 120 on Card, Facing Page 51

Truck Specification Folder

The **Diamond T Motor Car Co.** has prepared a specification folder on its new 923 diesel truck series. The new vehicle is available as a tractor, dump truck, or a cement mixer truck. It is powered by a 180-hp Cummins engine.

Circle 121 on Card, Facing Page 51

Heavy Duty Flooring

A complete line of heavy-duty flooring material is described in a bulletin offered by **Walter Maguire Co., Inc.** It explains the use and application of heavy duty emery aggregates, bricks, bonds and cures.

Circle 122 on Card, Facing Page 51

Electric Hoist Catalog

An eight-page catalog "How To Select The Proper Hoist To Meet Your Needs" has been prepared by the **American Engineering Co.** It gives detailed description of seven specific steps to insure the selection of the one-type of electric wire rope hoist to meet your requirements.

Circle 123 on Card, Facing Page 51

Lift Truck Catalog

A series of 3000 to 5000-lb capacity cushion tired trucks designed for box-car, warehouse and other operations where maximum maneuverability is of prime importance are described in a question and answer type catalog prepared by **Hyster Company** on its Space Saver 30-40-50 lift trucks.

Circle 124 on Card, Facing Page 51

Removable Roller Conveyor

A 14-page brochure containing information on the Rapistan 1.9 in. removable roller conveyor series is offered by **The Rapids-Standard Co., Inc.** It contains illustrations of the spring-loading mechanism. It also includes drawings, diagrams and pictures of the various types of roller conveyor available. Weight and capacity tables are included.

Circle 125 on Card, Facing Page 51

Guide to Service of Truck Line

Consolidated Freightways, Inc., has prepared a guide to its service in a new 34-page booklet. Sections of the book deal with the company's history; its Board of Directors; transportation facilities and equipment; coordinated transportation; warehousing and storage activities; manufacturing, servicing, and leasing; and employee and public relations. A route map of Consolidated Freightways and its subsidiaries is enclosed in a pocket in the back cover.

Circle 126 on Card, Facing Page 51

Preventive Maintenance Chart

An electric fork truck preventive maintenance chart is available free from **Lewis-Shepard Products, Inc.** The chart pin points 28 specific areas that should be inspected either daily, weekly or monthly. It offers tips to obtain maximum electric truck operating efficiency.

Circle 127 on Card, Facing Page 51

Interior Packing

Hinde & Dauch has prepared a bulletin on Anchor Pak, a corrugated interior packing material. It shows how savings in packing and materials handling can be made through the use of this adhesive and cushioning product. A coating of pressure sensitive adhesive on the tips of the exposed corrugations anchors the product firmly in place.

Circle 128 on Card, Facing Page 51

Safety Bulletins

The **National Safety Council** is offering two new publications. "Rules for Safety," is a 40-page booklet covering accident prevention do's and don'ts, how's and why's. This booklet gives safety rules for using power tools, stacking material, and lifting and carrying. Book 8 in a series of "Five Minute Safety Talks for Foremen" is a compilation of 52 five minute talks that appeared in earlier books in the series. It provides full and balanced coverage of all the major types of occupational accidents.

Circle 129 on Card, Facing Page 51

General Cargo Containers

The **Champion Co.** gives details of its general cargo containers in a recently prepared folder. These metal containers, which fold for return shipment, are offered in various sizes. The vans feature a "Shock Isolated Tray," a second flooring suspended on special rubber mountings which cushion impacts in transit.

Circle 130 on Card, Facing Page 51

Sleeper Cabs for Highway Use

Literature describing a line of sleeper cabs has been published by the **Motor Truck Div. of International Harvester Co.** The cabs are available for both four and six-wheel models.

Circle 131 on Card, Facing Page 51

Warehouse Service Bulletin

The facilities and services of J. Leo Cooke Warehouse Corp., Jersey City and Trenton, N. J., are featured in a new bulletin. Services are divided into personalized services which benefit all customers, and specialized services which enable the customer to purchase exactly what he needs.

Circle 132 on Card, Facing Page 51

Outdoor Fork Truck Brochure

A six-page, full-color brochure from the Industrial Truck Div., Clark Equipment Co. gives complete specifications of the CY-40, gasoline-powered fork truck. The new truck, designed for outdoor use, has a capacity of 4000 lb.

Circle 133 on Card, Facing Page 51

Directory of Warehouses

The 1958 Warehouse Directory of Distribution Service now is available. The 29-page directory contains pertinent data on the facilities of the 42 member warehouses.

Circle 134 on Card, Facing Page 51

Bucket Elevator System Bulletin

A new bulletin describes the industrial bucket elevator systems produced by Chain Belt Co. One of its most useful features is a simplified selection data section to help in the proper choice of this type of equipment.

Circle 135 on Card, Facing Page 51

Fuel and Labor Saving of Doors

A four-page computation form has been developed by the Barber-Colman Co. for estimating the fuel and man-hour savings produced by installation of their doors and door fixtures. Taking into account variables, such as average local temperature and door usage, it produces a "reasonable" estimate for any installation.

Circle 136 on Card, Facing Page 51

Catalog of Steel Shelving

The company's entire line of phosphatized steel shelving is illustrated in the new catalog offered by Penco Metal Products Div., Alan Wood Steel Co. Shown are six styles of open, closed, bin, and plain shelving. It also covers companion shelving equipment such as drawer units, counters, tool inserts, and shelving boxes.

Circle 137 on Card, Facing Page 51

The Story of Industrial Cranes

Harnischfeger Corp., in a 24-page bulletin, illustrates applications of and gives specifications for their line of P&H cranes. Details are given on the various cranes and their parts along with a list of P&H users.

Circle 138 on Card, Facing Page 51

Brochure on Warehouse

The Taylor-Edwards Warehouse and Transfer Co., Inc., describes its facilities and services in a new brochure. The company operates eight warehouses in Seattle, Tacoma, and Spokane. Its main office is in Seattle.

Circle 139 on Card, Facing Page 51

Truck-Trailer Regulations

The 1958 edition of "Truck and Trailer Size and Weight Restrictions, a pocket-size booklet on the laws of the 48 states governing size and weight of trucks and trailers, has been published by the Four Wheel Drive Auto Co. This is the 28th printing of the booklet.

Circle 140 on Card, Facing Page 51

Two 3000-lb Capacity Fork Lifts

Two new fork lifts made by Baker Industrial Trucks, Div. of The Otis Elevator Co., are described in recently published bulletins. Both have a lifting capacity of 3000 lb. The Baker FTA-30 is electric powered, while the FGA-30 is operated by gasoline.

Circle 141 on Card, Facing Page 51

Maximum Tire Service

How to get maximum service out of off-the-road tires is described in a new handbook published by B. F. Goodrich Tire Co. It contains 52 pages. The handbook also describes Goodrich's line of off-the-road tires and gives data on load and inflation, weights and measures, and tire specifications.

Circle 142 on Card, Facing Page 51

BOOKS

Plant Engineering Practice

The experience of over 100 experts in various phases of plant engineering is available in a new book compiled by the editors of "Plant Engineering."

Not a textbook or a book going deeply into theory, "Plant Engineering Practice" is a valuable source of practical information. The 13 sections of the book are: Sites and Layout; Construction; Housekeeping and Safety; Materials Handling; Maintenance; Paints and Protective Coatings; Mechanical Power and Piping Systems; Electric Power; Lighting; Utilities; Heating, Ventilating and Air Conditioning; Instrumentation and Quality Control, and Shopwork.

The book, published by F. W. Dodge Corp., consists of 694 pages and over 800 illustrations. Cost is \$18.50 per copy.

For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.

Industrial Truck Case History

How electric-powered industrial trucks are used by the R. J. Reynolds Tobacco Co. to handle palletized goods is the subject of Case History 34, prepared by Elwell-Parker Electric Co. It is illustrated.

Circle 143 on Card, Facing Page 51

Low-Body Motor Truck Leaflet

A new low-body motor truck manufactured by the Peterbilt Motors Co. is described in a recently published leaflet. This unit converts practically any standard truck to a low-body truck.

Circle 144 on Card, Facing Page 51

Automatic Weighing Control

Richardson Scale Co. has published a new folder on its Select-O-Weigh System. This system provides complete automation in continuous or batch processing operations, including record keeping. Eight accessories are described and illustrated.

Circle 145 on Card, Facing Page 51

Pre-Engineered Buildings

The Parkersburg Rig and Reel Co. has just published a new catalog of its line of pre-engineered metal buildings. The catalog covers installations in sizes ranging from tool sheds to complete warehouses and manufacturing plants.

Circle 146 on Card, Facing Page 51

Kit for Track Inspection

Inspection and maintenance of railroad trackage in the plant area is made easier by a new Track Inspection Kit offered by L. B. Foster Co., supplier of track and rail accessories. The kit includes a checklist, permanent record forms, and a 16-page instructional handbook.

Circle 147 on Card, Facing Page 51

Tractor-Shovel Attachments

The use of seven tractor-shovel attachments is illustrated in a new booklet offered by The Frank G. Hough Co. It shows the "Payloador" at work digging, unloading cars, and feeding hoppers.

Circle 148 on Card, Facing Page 51

Craftmanship off the Assembly

Washington firm brings modern production and distribution techniques

ASSEMBLY line techniques have speeded production and distribution at the Tacoma, Wash., plant of Northwest Chair Co. Although finishing fine furniture requires considerable "hand" work, the firm has been able to install a conveyor system and adopt modern distribution techniques.

The company starts with about 200 carloads, or two million board feet, of lumber a year. Logs are lifted off of rail cars by a sling hoist, and moved into the sawmill by overhead crane. After the lumber has been air dried, it is moved to one of 11 drying kilns. This move is made on a special "railroad." Power is supplied by three overhead trolley lines. From the kilns, the lumber goes to machining.

About 293 different steps are used in the production of a chair. Traditionally, the finishing department is the slowest of all the operations. By conveyorizing, and by breaking down the line so that

By Warren E. Crane

DA Pacific Northwest Correspondent

each worker is assigned to a single job, Northwest has eliminated the old bottleneck. A belt conveyor that travels at floor level in horizontal movement and on a 20-deg incline between floors is the backbone of the system. The reversible direction belt travels at 30 to 60 fpm. The second and third floors are linked by an overhead chain conveyor.

Distribution

Chairs, about \$2 million worth, are shipped out each year to more than 1500 retail outlets. These outlets are located in 20 western states, British Columbia, and Alberta. The traffic department has made a careful study of the territory to determine the most expedient and economic shipping methods.

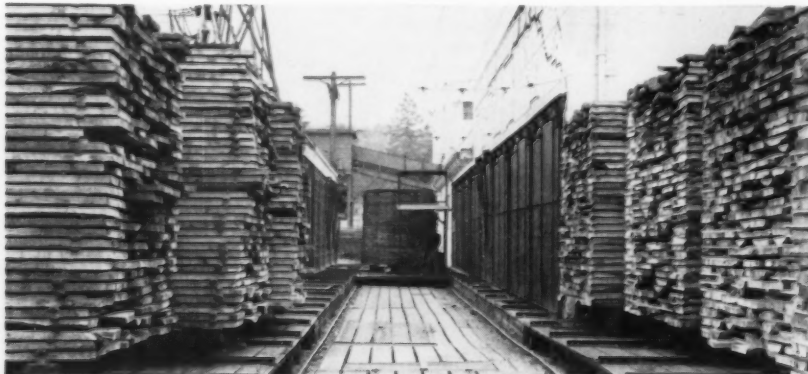
About half of the land freight is shipped by rail. The other half goes by truck. Los Angeles shipments are moved by rail in the carload lots. Some San Francisco shipments also go in carload lots, with a stop-in-transit for partial unloading at Sacramento.

Some shipments, bound for Arizona, Colorado, and Texas, are pooled with shipments of children's furniture from another Tacoma manufacturer. Most of the company's lcl shipments are destined for Colorado, Utah, Minnesota, and Wisconsin.

Water Shipments

Chairs destined for Vancouver and other Canadian cities are shipped by water via the Puget Sound Freight Lines. Company-owned trucks are used to haul the chairs direct to the PSFL docks in Seattle or Tacoma. Other water shipments are made to the Atlantic Coast. The firm has routed by

Rough sawed logs are air dried, then moved to one of 11 drying kilns on this specially designed "railroad" which gets its power from overhead trolley wires



Reversible belt conveyor with 20-deg incline runs between floors



Line

to an ancient art

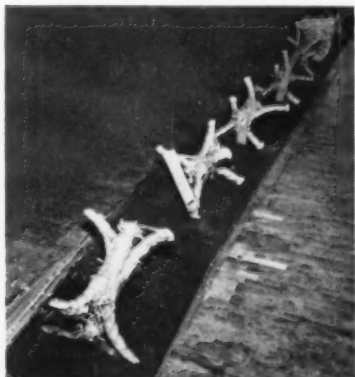
water as far east as Maine, as far north as Alaska, and as far west as Honolulu.

Freight bound for Oklahoma City, Dallas, and Amarillo usually is pooled. Only small shipments, of 30 lb or less, are sent express. Shipments within the state of Washington are handled by motor truck common carriers.

Northwest purchases fibreboard for shipping containers in sheet lots. It is creased, folded, and made into boxes by company personnel. The board is 250 or 275 lb stock, and packing material used is shredded paper. The company also makes its own wooden crates for mirrors and chairs.

The complete pattern is flexible. Shipments are routed by the most expedient method, even if it means a departure from the usual. By modernizing both production and distribution, Northwest Chair Co. has been able to step up service and, more important, sales. •

Floor-level conveyor moves finished pieces at 30 to 60 fpm to shipping



A Cure for the Curse Of Correspondence

Are you losing valuable time each day
at letter writing? Here's a solution

By Ernest W. Fair

EVERY day the average executive faces one of his most time consuming tasks—letter writing. While other chores sit, precious time must be devoted to letters.

Correspondence need never be such a time waster. A recent survey of executives noted for letter writing speed produced several suggestions. Mentioned in almost every case were three time savers: be brief, be friendly, and be firm.

"Be sure all the data you need to handle the correspondence is at hand," is another suggestion often mentioned. By handling each problem as it arises you waste your own time and everybody else's.

Setting up everything in advance will automatically reveal how two or more letters can be answered with the same reply. More and more use of standard paragraphs will follow.

Many problems of identical nature come up each day. Dictating a separate letter to handle each wastes time; they can be handled as well with standard paragraphs dictated and kept in a notebook for that purpose. Each is given a number of title for quick identification.

Finding the speediest way of answering letters in one's individual office is another step suggested. This involves finding the best pattern for letter writing. Here are some suggestions to help in this time saver:

1. Dictate the entire letter without interruption.

2. Dictate certain personal paragraphs then give the number of form paragraphs to round out each letter.

3. Answer entirely by form paragraphs or form letters.

4. Answer as many routine letters as possible with printed forms.

5. Jot down the bearing of the answer and let the secretary write it.

6. Hire an intelligent secretary. Give every possible letter to her.

It pays to sort the mail carefully before answering it. Too often this is looked on as wasted time and sorting is done as one goes along. Actually the latter wastes more time. Correspondence on related topics will be obvious. Then one letter can answer a half dozen inquiries.

Picking the right time of day to write correspondence also is important. Where a number of mails come in, set the time after the last incoming mail. Seldom is any matter so pressing that it cannot wait a few hours.

Office time can also be saved by elimination of retyping. Usually retyping requires additional executive time for rechecking.

Few executives cannot use additional time. These steps to speed up correspondence will provide that time. •

Sprinkler Leakage and Criminal Loss Policies

Are you protected against all thefts or only burglaries? Does your sprinkler policy require a watchman to be effective? Read this

TWO additional types of insurance available to the warehouseman protect him from criminal losses and sprinkler damage.

A. Criminal Loss

Criminal Loss Insurance is divided into several insurance forms. Disappearance and destruction claims are paid under two of these. Here are a few types of protection available:

1. **Fidelity Bonds** repay losses attributable to defaulting employees. Individuals may be sepa-

rately bonded or grouped in a schedule form listing names or positions for specific amounts. However, today, most bonds are written on a blanket basis. They cover all employees without noting positions or names. The rating procedure begins with five employees. Less than that number can be covered for the minimum charged for five.

There are two forms of blanket bond—the Position Bond and the Primary Commercial Bond. With (a) the Position Bond, every employee is covered for the full amount of the bond. A firm with \$20,000 insurance and 10 employees would have a theoretical maximum protection of \$200,000. This form is slightly more expensive than (b) the Primary Commercial Bond. This is because the latter limits recovery to the face amount. Under a \$20,000 Primary Commercial Bond this is the maximum recovery regardless of how many employees are involved in the loss.

Employers sometimes secure coverage in addition to the bond on certain key employees. However, in securing this "excess" coverage, care must be exercised. If the "excess" group becomes too large, the cost may exceed the premium for a bond insuring the entire personnel in the higher amount.

2. **Burglary Insurance.** A burglary is the felonious entry of a premises or safe by means of tools,

chemicals, or electricity. There must be visible evidence of such entry if a Burglary Insurance Policy is to be effective.

The word "theft" removes the need for visible evidence of a burglary in order to recover for a loss. The theft endorsement increases the premium 40-75 per cent. It covers the felonious taking of property.

The warehouseman needs Burglary Insurance only on his own property. If this is restricted to office furnishings and equipment, the cost is quite reasonable. Protection against burglary of a safe cannot be extended to include theft except under the Broad Monies and Securities Policy.

The Warehousemen's Liability Policy (See DA, November 1957, Page 70) includes liability for loss of customers' property by burglary and theft unless he stores property uninsurable under his policy.

3. **Limited Holdup Insurance.** This form restricts coverage to robbery. It is being rapidly replaced by the Broad Forms.

4. **Broad Form Policies.** These contracts insure against loss of monies or securities (and robbery of merchandise) due to destruction, disappearance, and theft. This, of course, would include Safe Burglary Insurance. This coverage is quite expensive. It may be written to cover:

a. General funds. Rates for general fund protection are based upon the nature of the business, the territory, and the type of safe or vault. These rates are subject to certain credits and/or debits. The annual minimum premiums are \$37.50 for premises coverage and \$12.50 for protection on the messengers.

b. Payroll monies. The broad coverage increases the rate for limited payroll robbery protection \$5 per \$1000 annually. It covers payroll funds the entire time they are in custody of the paymaster. Unattended payroll monies set aside for absent or late shift employees.
(Please Turn to Page 64)

Warehouse Coverage

A. Criminal Loss

1. Fidelity Bonds
 - a. Position Bond
 - b. Primary Commercial Bond
2. Burglary Insurance
3. Limited Holdup Insurance
4. Broad form policies
 - a. General funds
 - b. Payroll monies
5. Check Forgery Bond
6. Combination policies

B. Sprinkler Leakage

1. Direct coverage
2. Rates
3. Co-insurance credits
4. Possible premium saving
5. Checking rate schedules
6. Legal liability coverage
7. Cold storage warehouses
8. Assumed liability
9. Special endorsement needed



Quick Calculator for Materials Handling

A handy chart for figuring the per cent of grade of a roadway, ramp, or incline up or down which materials must be transported by powered industrial or hand trucks

By W. F. Schaphorst

BY use of the chart shown here, it becomes a comparatively simple matter to determine the per cent of any grade.

The chart was designed to figure the grade of roadways, ramps, and inclines up and down which materials must be moved.

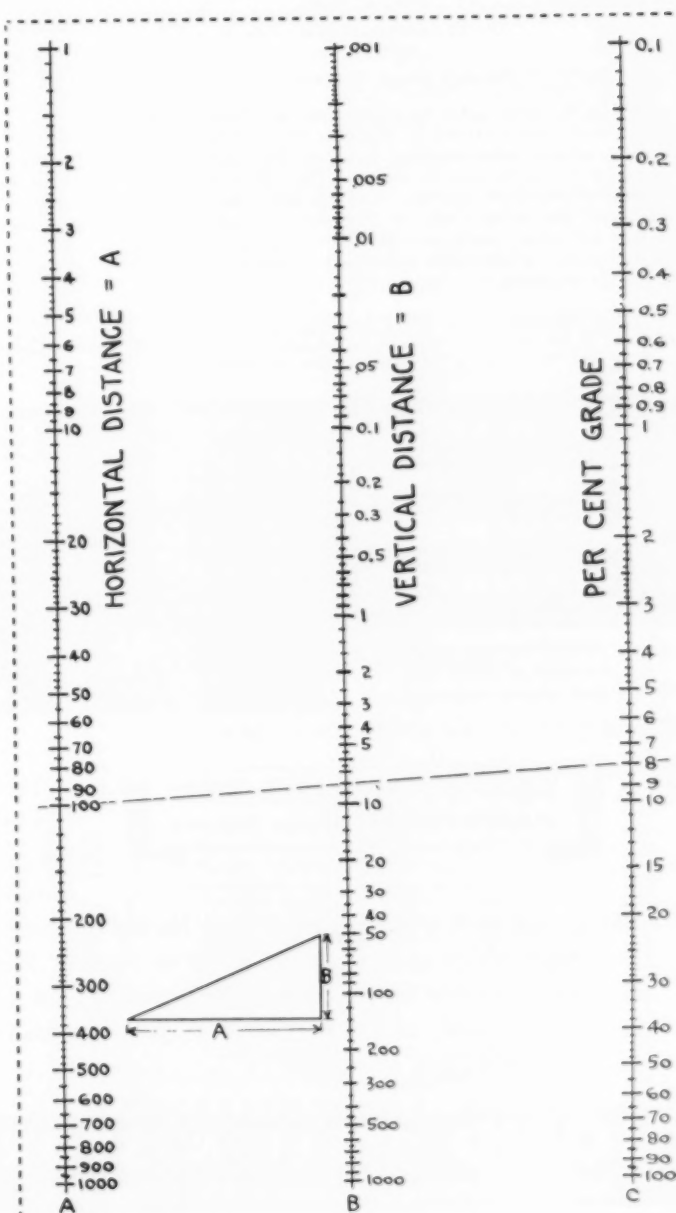
The per cent of a grade is found by dividing the height of the incline, in feet, by the horizontal distance of the incline, also in feet. The chart gives the answer immediately, eliminating the need for pencil work.

Column A in the chart represents the horizontal distance of the incline, Column B represents the height of the incline, and Column C represents the per cent of the grade. A straight line drawn through Columns A and B intersects with Column C at the proper per cent designation.

In the example shown, the horizontal distance (Column A) is 100 ft, and the height of the incline (Column B) is 8 ft. By drawing a line between 100 and 8, we find that it intersects Column C at 0.08. This indicates an 8 per cent grade.

Since Column C includes all grades, from one-tenth of one per cent to 100 per cent, it covers most incline problems encountered by materials handlers. In those rare instances where the per cent of grade and one other factor is known, it is possible, of course, to use the chart in reverse.

Quick Calculators scheduled to appear in subsequent issues of DISTRIBUTION AGE include one for figuring the relationship between kilowatts and horsepower in materials handling problems, and another for figuring time required to handle filling materials.



Transloading . . .

(Continued from Page 36)

was activated to handle pool cars destined to a point on the CRI&P in Illinois, Missouri, Minnesota, South Dakota, Nebraska, Kansas, Colorado or to Ogden or Salt Lake City, Utah, or to intermediate points on the D&RGW. Examples are:

DESTINATION
Lincoln, Neb.
Des Moines

STOP-OFF POINTS
Clinton and Newton, Ia.
Peoria, Ill.; Davenport, Ia.

On Sept. 16, 1957, the CRI&P inaugurated an eastbound transloading service at Kansas City, Kan., on cars originating in the West. Application of this privilege does not apply to cars destined to stations east of the Illinois-Indiana state line, nor to stations south of the Ohio River. Possible eastbound carloads that may be transloaded at Kansas City, Kan., are:

DESTINATION
Chicago
St. Paul

STOP-OFF POINTS
Des Moines and Davenport, Ia.
Des Moines and Iowa Falls, Ia.

Chicago Great Western

The CGW participates in a transload privilege applicable to pool cars destined to Western Trunk Line points. Service became effective May 6, 1956. The transloading operation is performed at Oelwein, Ia. This station is the hub of the CGW system. It is 245 miles west of Chicago, and 190 miles south of Minneapolis. Kansas City is just 350 miles south and west of Oelwein. Following are examples of part cars that may be effectively transloaded at Oelwein:

DESTINATION
Sioux City, Ia.
Omaha
Kansas City, Mo.

STOP-OFF POINTS
Oelwein; Fort Dodge, Ia.; Lincoln, Neb.
Waterloo and Marshalltown, Ia.
Minneapolis; Omaha; Des Moines

Fort Worth and Denver

On Sept. 1, 1954, the FW&D first offered transloading to shippers of consolidated carloads consigned to Texas destinations served by the FW&D, and moving via Fort Worth, site of the transloading station. Examples of pool cars transloaded at Fort Worth by the FW&D are:

DESTINATION
Houston
Amarillo
Pampa, Texas

STOP-OFF POINTS
Dallas; Fort Worth
Dallas, Abilene, and Lubbock, Texas
Wichita Falls and Dallas, Texas

Great Northern

Havre, Mont., was the home of the first transloading operation on the GN for a number of years. On Oct. 15, 1956, with completion of the new Gavin Yard, the transloading station was moved more than 400 miles east to Minot, N. D. Transloading is performed within the new 102 x 600-ft freight house located at the Gavin Yard.

The transloading arrangement applies on cars consigned to destinations and stop-off points in California and destinations on the Great Northern in Idaho, Montana, Washington, or Oregon. Typical cars that may be transloaded at Minot are:

DESTINATION
Seattle
Los Angeles

STOP-OFF POINTS
Great Falls, Mont.; Spokane; Portland, Ore.
Seattle; Portland; Sacramento

Kansas City Southern

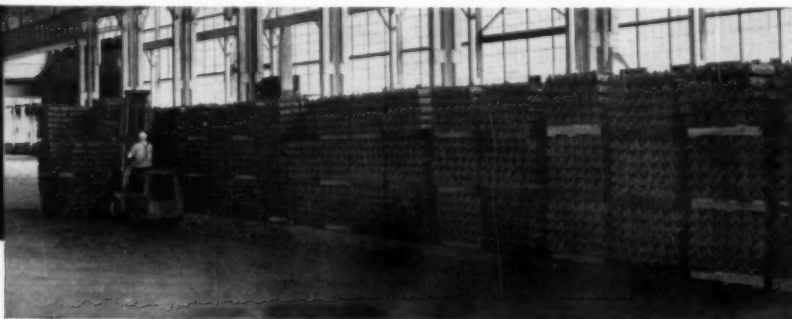
On May 2, 1955, the KCS joined the list of rail carriers offering transloading by publishing the necessary provisions applicable to pool cars consigned to Southwestern destinations. The major transloading station for the KCS is located in Kansas City, Mo. The following examples illustrate the pool cars that may be transloaded at Kansas City by the KCS:

DESTINATION
Dallas
Amarillo
San Antonio

STOP-OFF POINTS
Texarkana, Texas; Shreveport, La.
Texarkana; Dallas; Fort Worth
Shreveport; Houston

BOND SELLS "INSURANCE" TO NEW HAVEN FOUNDRY

VIEW OF CYLINDER HEADS
BANKED AT BOND FOR
NEW HAVEN FOUNDRY



One of a Series on how **BOND**
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provide against such a contingency, New Haven produces and banks a substantial reserve at Bond from which shipments are made as needed. New Haven's customers now have an effective guarantee of continuing performance; yet New Haven's "insurance" costs are highly economical, as the parts in the bank can be mass-produced at the lowest manufacturing cost.

The New Haven Foundry, New Haven, Michigan, is a major supplier of cylinder heads to the automotive industry. Any failure of supply could be critical. To pro-

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Missouri-Kansas-Texas Lines

The Katy Road pioneered transloading to the major and secondary consuming markets in the Southwest Territory. Initially, this expedited through service on stop-off cars became effective on June 28, 1950. It was supplemented on Sept. 25, 1951, to the extent of incorporating the many railroad connections, except the MP or MP Lines, served by the Katy.

The transloading station is at Parsons, Kan. Parsons is 136 miles south of Kansas City, and 386 miles southwest of St. Louis. Illustrations of typical pool cars that may be transloaded at Parsons are:

DESTINATION
Fort Worth
Austin, Texas
San Antonio

STOP-OFF POINTS
Joplin, Mo.; Tulsa; Oklahoma City
Dallas and Waco, Texas
Wichita Falls, Fort Worth and Houston, Texas

Missouri Pacific Lines

On April 30, 1956, the Missouri Pacific's transload item became effective, establishing this privilege at St. Louis. Today, in addition, the transfer of part shipments also is performed at Memphis on cars originating in the Southern Freight Territory, and at Kansas City. This latter operation is restricted to the eastbound movement of canned goods originating at stations west of Pueblo, Colo., and consigned to Western and Southwestern destinations served by certain railroads.

The transloading at Memphis is applicable to only westbound traffic originating at stations in the Southern Freight Territory. Its scope is good because it applies to Western Trunk Line stations served by the MP, CB&Q, D&RGW, and the UP; also Southwestern stations served by the MP, KO&G, MV, SP, T&NO and T&P. Stations served by the SP, UP, and WP are included in its Transcontinental application.

At St. Louis (see cover photograph) the MP operates another important transloading installation. It will trans-

load westbound or southbound shipments that have authorized routes via the St. Louis Gateway. Following are illustrations of cars that may be transloaded at St. Louis:

DESTINATION
Wichita, Kan.
Fort Worth
San Antonio

STOP-OFF POINTS
Springfield and Joplin, Mo.; Fort Scott, Kan.
Monroe and Alexandria, La.; Waco, Texas
Shreveport, La.; Houston and Waco, Texas

Northern Pacific Railway

One of the pioneers in transloading transcontinental freight shipments is the Northern Pacific. Its modern station is located at Billings, Mont. The transloading arrangement at Billings applies on pool cars consigned to destinations and stop-off points in California, and destinations on the Northern Pacific in Idaho, Montana, Washington, or Oregon.

In Montana, the Northern Pacific may, on occasion, use the facilities of its wholly-owned subsidiary, the Northern Pacific Transport, in lieu of a box car when reforwarding volume shipments from Billings. This is a unique refinement of the transloading service. Examples of carloads that may be transloaded at Billings are:

DESTINATION
Seattle
San Francisco
Salem, Ore.

STOP-OFF POINTS
Missoula, Mont.; Spokane; Portland, Ore.
Butte, Mont.; Tacoma, Wash.; Eugene, Ore.
Spokane, Yakima and Seattle, Wash.

St. Louis Southwestern

The Cotton Belt joined the family of transloading carriers on March 3, 1955, by publishing the required provisions authorizing the transfer of part shipments at Pine Bluff, Ark. The Pine Bluff transloading station is 400 miles southwest of St. Louis, and 135 miles southwest of Memphis Gateway.

Southwest Application: Consolidated carloads, to be eligible for transloading at Pine Bluff, must move SL&SW
(Please Turn Page)



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JET POWER VISCOUNT II

Soon to be in daily service between Chicago, Kansas City, Denver and Los Angeles. 4 Jet Power Rolls-Royce engines make Viscount IIs the fastest and smoothest cargo carriers in America. And only Continental has them! Add impressive urgency to your shipments—send them Continental, "via Jet Power Viscount II"! Overnight or same-day delivery.

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CONTINENTAL AIRLINES

FIRST IN THE WEST WITH JET-POWER FLIGHTS

Transloading . . .

(Continued from Preceding Page)

via Pine Bluff and be destined to a Southwestern destination served by the KCS, L&A, SL&SW or SP. Following are illustrations of cars that may be transloaded at Pine Bluff:

DESTINATION
Houston
Port Neches, Texas
Fort Worth
New Orleans

STOP-OFF POINTS
Little Rock; Bossier City, La.; Shreveport
Lake Charles, La.; Beaumont, Texas
Shreveport; Waco, Texas
Little Rock; Alexandria, La.; Baton Rouge

Transcontinental Application: Pool cars consigned to destinations in California located on the SP, PE or SD&AE may be transloaded at Pine Bluff by the Cotton Belt, providing one of the stop-off points is located in the states of Arkansas, Louisiana, or Texas. Examples of this application are:

DESTINATION
Sacramento, Calif.
San Diego, Calif.

STOP-OFF POINTS
El Paso, Texas; Phoenix, Ariz.; Los Angeles
San Antonio; Tucson; Los Angeles

Southern Pacific Lines

All the major transcontinental rail carriers became participants to this modern distribution technique when the Southern Pacific published its first of four transloading provisions. The first created Reno, Nev., as a transloading station for westbound shipments on March 21, 1951.

Located about 150 miles east of Sacramento, Reno is in an excellent position to transfer part shipments consigned to South Coast destinations, North Coast destinations, or a combination of both. Examples of westbound cars that may be transloaded at Reno are:

DESTINATION
Los Angeles
Portland, Ore.

STOP-OFF POINTS
Sacramento; Oakland; San Francisco
Reno; Los Angeles; Eugene, Ore.

A second transload station was authorized on Sept. 25, 1951, at Dallas. It handles consolidated carloads consigned to Southwestern or Transcontinental destinations. If the ultimate destination is in the Transcontinental Territory, it is important to remember that the westbound pool car must have one stop-off in Texas if transloading at Dallas is requested. Illustrations are:

DESTINATION
Stockton, Calif.
Seattle

STOP-OFF POINTS
El Paso; Phoenix; Los Angeles
Houston; Tucson; Portland, Ore.

On Aug. 9, 1954, the Southern Pacific established its third transloading station at El Paso, Texas, to transfer westbound pool cars. Originally, this operation was performed at Tucson. It was moved approximately 300 miles eastward to El Paso for operating reasons. Consolidated carloads handled at El Paso are:

DESTINATION
San Francisco
Portland, Ore.

STOP-OFF POINTS
Phoenix; Los Angeles; Oakland, Calif.
Los Angeles; Sacramento; Salem, Ore.

The Southern Pacific is one of five major rail carriers publishing an eastbound transloading provision. This application became effective Oct. 11, 1955. It established San Antonio as a transloading station handling only eastbound pool cars consigned to destinations in Texas or Louisiana served by the SP, T&P, FW&D, TEX-MEX RR, or the GS&SF railroads. Examples of this application are:

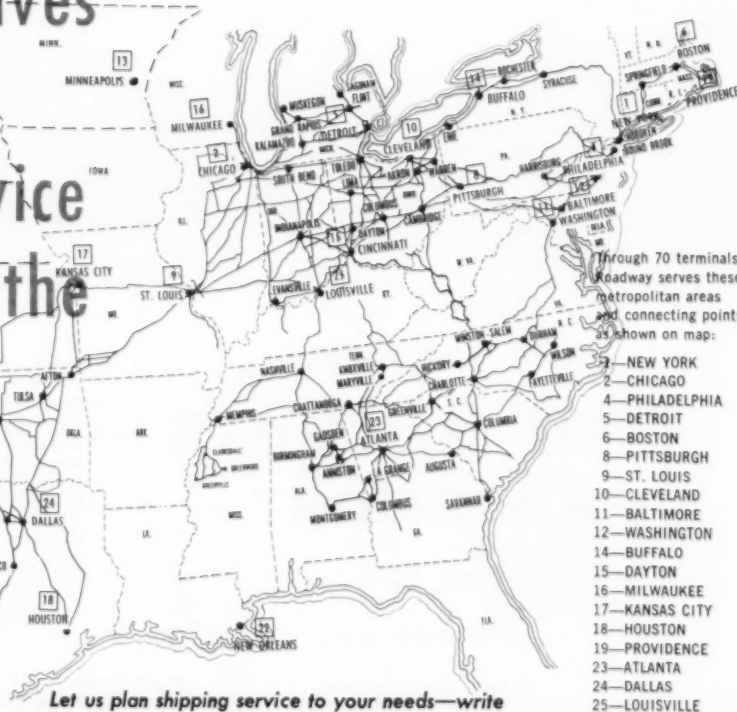
DESTINATION
New Orleans
Houston

STOP-OFF POINTS
Lake Charles, La.; Houston
San Antonio; Dallas

Union Pacific Railroad

The Union Pacific also is numbered among the pioneers in the field of transloading. For a number of years this function was performed at Cheyenne, Wyo. In Jan., 1950,

ROADWAY gives prompt, regular single-line service between 19 of the 25 largest metropolitan areas in the United States



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a new transloading station was opened at North Platte, Neb. This station consists of three 1000-ft concrete platforms served by eight parallel tracks. It is designed to provide the necessary capacity to handle westbound pool and consolidated carloads consigned to Western Trunk Line and Transcontinental destinations, as well as east-bound carloads destined to points west of the Illinois-Indiana state line and north of the Ohio River.

Application of Westbound Transloading at North Platte: South Coast—This application applies on cars consigned to Los Angeles, Los Angeles Harbor, Long Beach, Pasadena, Glendale or intermediate stations, with stop-off points on the UP, WP, or SP. If the stop-off point is on the SP in California, it must be north of the Caliente-Santa Margarita Line (roughly Salinas and Fresno). The UP also will transload cars consigned to destinations not serviced by the UP, but the stop-off point (or points) must be located on the UP. North Coast—This provision applies on cars consigned to destinations and stop-off points on the UP.

Examples of westbound pool cars that may be transloaded at North Platte are:

DESTINATION
Los Angeles
San Francisco
Seattle
Portland, Ore.

STOP-OFF POINTS
Salt Lake City; San Francisco
Denver; Salt Lake City; Oakland, Calif.
Los Angeles; Spokane; Yakima, Wash.
Denver; Boise and Idaho Falls, Idaho

On Jan. 4, 1952, the Union Pacific reactivated an earlier transloading facility at Pocatello, Idaho, expressly for the shippers in the Los Angeles area. This service applies on consolidated carloads moving from Los Angeles and transported by the UP via Pocatello to a destination served by the UP. The stop-off point (or points) must be located on the Union Pacific. Examples of pool cars originating at Los Angeles that may be transloaded at Pocatello are:

DESTINATION
Spokane
Yakima, Wash.

STOP-OFF POINTS
Idaho Falls and Boise, Idaho; Walla Walla, Wash.
Pocatello and Nampa, Idaho; La Grande, Ore.

(Please Turn Page)

Circle No. 10 on Card, Facing Page 51, for more information

TIGHT SQUEEZE

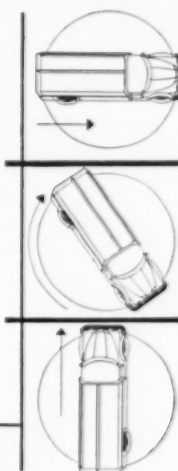
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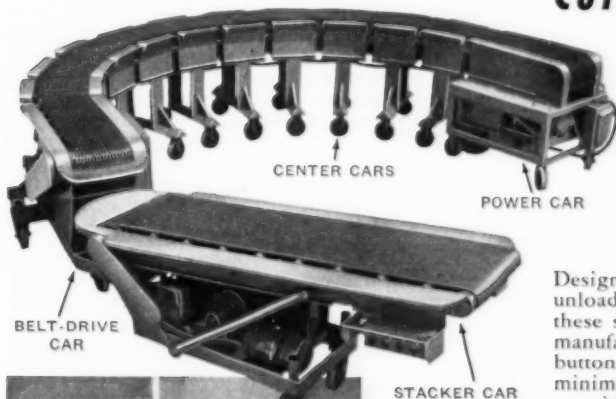
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- 5-FOOT RADIUS CURVES

Designed for faster, easier and lower-cost loading and unloading of box cars or highway trucks, Flex-Bend offers these same handling advantages for many warehouse and manufacturing applications. Completely powered and push-button controlled, Flex-Bend reduces human effort to a minimum. Conveyor: available in any desired length (with or without stacker), steel mesh belt (12" and 18" widths) permits handling of materials on small radius curves. Stacker: height adjustment from 18" to 72", swings 90° right and left. Completely described in Bulletin F 957, write for your free copy.



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**EVERYWHERE
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Subject: New WEST COAST Gold Ball Service

Gentlemen:

You'll be interested in knowing that the Rock Island has cut schedules 24 hours on all freight traffic between Chicago and California. Here's the story:

*11 am departure from Chicago
4th evening arrival at Coast points
5th morning delivery*

Shipments routed Rock Island move to Southern California points via Tucumcari, N. M., thence Southern Pacific.

Bay Areas and Northern California shipments routed Rock Island through the Denver Gateway.

Efficiently yours,

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NOW! SOLVE THAT LOW DOCK PROBLEM

Economically

NEW HI-LO AUTOMATIC DOCKBOARD

NO PIT REQUIRED

THE TRUCK SUPPLIES THE POWER

Model 1208; 8' long by 6' wide. Model 1210; 10' long by 6' wide.

SAVES TIME
Backing truck automatically adjusts long, wide ramp surface . . . speeds loading. Does away with labor-wasting placement and storage of loose plates.

SAVES EXPENSE
The HI-LO is simply lagged to top of present dock. Can't be lost, stolen, or damaged. Simple counterbalance system. No hydraulics, motors, or controls.

IMPROVES SAFETY
No more loose plate hazards. No lifting or straining. The HI-LO is a permanent part of the dock . . . cannot slip out of position.

HI-LO
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Transloading . . .

(Continued from Preceding Page)

In addition to the foregoing, if the applicable Pacific Coast Tariff provides for rates and routes from UP locations in the Los Angeles area (Group 19) with the necessary fourth section relief, the following pool cars also may be transloaded at Pocatello:

DESTINATION
Seattle

STOP-OFF POINTS
Portland, Ore.; Vancouver; Olympia, Wash.

The Union Pacific is one of five rail carriers publishing tariff provisions providing for the transloading of pool cars originating on the West Coast and consigned to destinations west of the Illinois-Indiana state line or north of the Ohio River. Following are examples of eastbound pool cars that may be transloaded at North Platte by the UP:

DESTINATION
Chicago
Gary, Ind.
Milwaukee

STOP-OFF POINTS
Nebraska City, Neb.; Quincy, Ill.
Omaha; Sheboygan, Wis.; Milwaukee
Eau Claire; Appleton, Wis.

Western Pacific

The Western Pacific, another pioneer in the field of transloading, provides for the transfer of pool cars at Salt Lake City when received from the D&RGW at Salt Lake City. These carloads must be destined to points in California on the AT&SF, WP, Sacramento Northern, or Tidewater Southern.

North Coast carloads also may be handled at Salt Lake City, but must be destined to a point on the GN in Oregon or Washington, with stop-off at points on the WP in Utah, Nevada, or California.

Examples of pool cars that may be transloaded at Salt Lake City by the WP are:

DESTINATION
Los Angeles
Fresno
Tacoma

STOP-OFF POINTS
Salt Lake City; Sacramento and Oakland, Calif.
Reno, Nev.; Stockton; San Francisco
Salt Lake City; Sacramento; Portland

No one distribution pattern or method has yet been devised that will successfully market and distribute all manufactured products. Direct shipment from factory to customer; warehousing—either public or private—and the operation of company stores or branches are the most recognized distribution methods today. Regardless of the method employed, transloading can be used effectively as a distribution aid. This is true because the consignee may be a retailer, a jobber, a wholesaler, or a warehouseman. It is this universal application that has helped popularize transloading. •

(Resume Reading on Page 37)

Reprints Available

Reprints of the entire Transloading article are available through this office. Copies of the eight-page reprint can be obtained by writing: The Editor, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa. Prices are:

Single Copy	\$.25
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500 Copies	45.00
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DISTRIBUTION AGE

... Profits

(Continued from Page 31)

penses over many accounts, absorbing some of them. Thus they are able to quote definite distribution costs per sales unit for an individualized service.

The public warehousing industry and the services it offers are the ABC's of profitable distribution because:

1. The public warehouse will cost less.

2. Ordinarily a manufacturer can pay the cost of public warehouse services out of the freight he saves in shipping in carload lots.

3. No permanent obligations to anyone are involved. A manufacturer can quit at the end of any month as simply as checking out of a hotel—pay what he owes and go.

With those points in mind any manufacturer with national distribution not now using the services of public merchandise warehouses could well make a try at it. Try it for a few months in several strategically located marketing centers. Then he will know all about it, how it works, how his customers like it, how his distribution is speeded, how it reduces work and record making at the home office, how it shows up in lessened cost. •

(Resume Reading on Page 32)

New Tractor to Tow Jets



Clark Equipment Co. has developed a new tractor to tow the giant jet passenger liners soon to be put into service. Only 5 ft high, it features an unusual braking system which permits individual rear wheel braking for tight turns. Drawbar pull is 33,000 lb.

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**7-FOOT FORK
LIFT (1500 lbs.
at
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**How's this
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money-saving
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**18 CU. FT.
(3000 lb.)
HOPPER**

**SPECIAL
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**42 x 54-IN.
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At exceptionally low-cost you can mechanize your material-handling with this multi-tool R-18 Moto-Bug. It obsoletes expensive single-purpose equipment — lets you haul, lift, stack, load, unload all kinds of materials with *one* basic unit and easily changed attachments.

Compact and maneuverable, with close side and head clearance, the R-18 works easily in tight quarters. Its light weight solves problem of working over old floors and light ramps. 12 m.p.h. forward and reverse speeds, with no clutching, no shifting, add up to more trips — more material moved per day.

Operator rides on comfortable, adjustable seat — safe brakes, ample power, easy-reach controls, give him complete command of the R-18 at all times. (Exhaust fume control, L.P. gas equipment, spark arresting muffler, electric starter available to meet shop safety requirements.) Ask Kwik-Mix distributor for a demonstration in your plant, or write us. A smaller multi-purpose Moto-Bug is also available.

KWIK-MIX Company, Port Washington, Wis.
Send literature on: ☐ R-18 ☐ S-10 Moto-Bug

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CITY, STATE _____

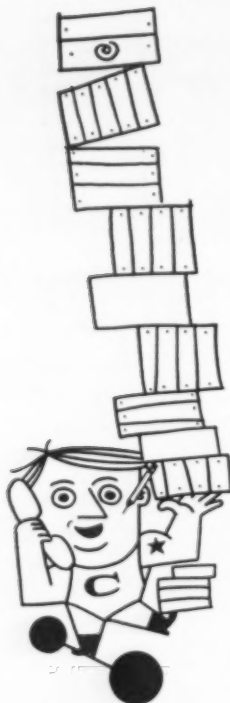
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GOODS PILING UP?

COOKE *personalized* service speeds products to markets—cuts your cost, raises your profits through *individual* solutions to your particular warehousing, transportation and physical distribution problems. 30 years a leader in public merchandise warehousing in the world's greatest distribution center! Unsurpassed in specially-trained personnel, methods, equipment and facilities! Write *today* for detailed brochure.

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EASTERN REPRESENTATIVES FOR:
North Pier Terminal, Chicago, Ill.
Encinal Terminals, Alameda, Calif.



... Safe Shipping

(Continued from Page 39)

Pamphlets 1 through 42, "General Rules for Loading, Bracing and Blocking Carload Shipments," and Pamphlets MD-1 through MD-7, issued by the Association of American Railroads, are good sources of material. They include ready-made illustrations of correct methods for loading specific commodities. In addition, the Association's "Freight Container Bureau Tariffs" cover container authorizations, specifications of standard containers, and loading rules. They have detailed line drawings of such items as center gates, end gates, bulkheads, interlocking racks, and spacing frames. All of these can be used "as is," enlarged, or made into slides.

The sliding side doors of boxcars present specific loading problems. The use of a door opener is part of a training program.

The shipper is responsible for loading cars to withstand normal hazards; the methods to be used

are spelled out in regulations. Therefore, this phase of shipping should dominate loading crew instruction. But, crews also must be trained in unloading. In this phase of the work, the removal of protective devices so that they may be reused should be emphasized.

New devices for protecting merchandise at every stage of the move from shipper to receiver are introduced each year in a continuous flow. Some have universal applications. Others are more limited in use. Reading the manufacturer's literature and discussing the device with his representative may show its practicality. However, nothing can replace a test under working conditions.

Means of merchandise protection fall into four broad categories: (1) Permanent attachments to or changes in construction of the carrier; (2) materials hand-

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Dependable—Door-to-Door Delivery—

Expedited service between Chicago, Toledo, Cleveland, Buffalo and St. Louis, or between these points and principal eastern, western and southwestern destinations. Corresponding Nickel Plate service between substantially all important eastern points and the West and Southwest.

Open-top, closed and insulated vans; flat beds and other types of trailers available to suit shippers' or consignees' requirements.

FOR RATES AND SCHEDULES CONTACT

Nickel Plate Road
Terminal Tower
Cleveland 1, Ohio



Or look under "Railroads" in the yellow pages of your phone book

ling equipment for safer loading and unloading; (3) retaining devices to keep the lading from shifting; and (4) protective coverings other than the product's package.

The first category embraces many devices. Improved bumpers, for example, can be attached to the rear of trucks or to loading docks to prevent shocks to cargo. New refrigeration units, both mechanical and non-mechanical, have been developed for trucks and trailers while a robot mechanical unit has been introduced for rail cars. Two improvements which the truck owner's own personnel can easily install are a truck skylight and a new roof covering which permits rapid repairs when necessary.

In materials handling, there is no limit to the number of new bridgeplates and lift truck attachments. Almost monthly some new manual or automatic dock-board for trucks or a plate for rail cars is offered.

One cannot afford to overlook the advantages of such established attachments as barrel handlers and "swing-shift" controls for fork trucks. He should also be on the lookout for such new devices as the "up-and-over" attachments for car and truck loading. Other types of handling equipment are not being neglected. Witness the new motorized hand truck and the handy truck crane.

The Evans Quick-Loader for freight cars, Spartron's permanent car dunnage, and General Logistics' truck tie-down are aimed at keeping the load from shifting in transit.

A revolutionary new type of dunnage has been introduced which one railroadman told the writer is "the dunnage of the future." In cooperation with the Army Quartermaster Corps, the United States Rubber Co. has developed this inflatable dunnage. It consists of cushions which are placed in the vehicle and filled with air to hold the load in place. (For full information, see DA, December 1957, Page 56.)

Rubber binding springs have been introduced which make it easier to cover loads and which prevent tarpaulins from being

blown off while the load is being moved. Plastics are found in new, protective uses. For example, there are film bags for furniture and a polyethylene bag for the shipment of dry, bulk materials in boxcars.

These examples do not cover all the means of reducing product damage. However, they do show the vast amount of serious thought being given to all phases of this important subject.

Throughout this article, particular emphasis has been placed on the direct losses due to improper

handling and shipping practices. But, in evaluating the economics of any proposed protective measure, factors other than recoverable losses should be considered. Anyone who files a claim for transportation damage losses can recover only the market value of the material at destination. There is no compensation for expenses incurred by the shipper in making replacements. This may require short, uneconomical runs. There is no payment to the consignee for disruption in his schedules. *

(Resume Reading on Page 40)

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NEWEST!**

MODELS 705 AND 706

**MAKE
Power
Sweeping Pay
AS NEVER BEFORE!**

Inside and outside, Wayne power sweeping speed, convenience and economy are coupled now to the new Models 705 and 706 to give you more for your sweeping dollars than ever before! Look at these important advantages...

No Dust Bag to Empty—Exclusive Wayne Filter-Vac Dust Control deposits dust directly into the hopper—a feature that obsoletes all other power sweepers!

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Quick Broom Changes—Fast, easy broom changes equip Waynes in minutes for any sweeping job—let you match the broom to the work, save sweeping time, get the job done right!

Models 705 and 706—

bigger, stronger, more powerful than ever—retain all the advanced features that make Waynes today's best sweeper value... features engineered for years of low-cost sweeping. Get all the facts before you today—write for descriptive literature.

New Models 705 and 706 include:

Welded Steel Body • Greater Horsepower • Quick Maneuverability • Vacuum Cleaning Attachment • Automatic Dumping • Maximum Visibility • Automotive Type Controls • Gas, L.P. Gas or Electric Power

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WORLD'S LARGEST PRODUCER OF POWER SWEEPERS
BUILT AND SERVICED EVERYWHERE

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Show me a Wayne in action. ☐
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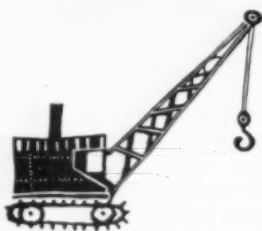
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**The better way
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No matter what you ship, you can depend on the "know-how" of Santa Fe's 55,000 employees to properly serve you. Call your nearest Santa Fe traffic office and have the longest railroad in the country go to work for you.



... Criminal Loss Policies

(Continued from Page 54)

ployes may be covered by an endorsement. There is a small additional charge for this service.

5. Check Forgery Bond. The banks of the depositors usually are responsible for losses from altered or forged checks. However, there are many instances in which banks have successfully denied liability. The Check Forgery Policy protects both the policy holder and his bank. The cost is reasonable.

6. Combination Policies. There are a number of Criminal Loss Policies that include many sources of loss in one contract. If the exposures are limited, one of these policies may best serve your needs. The minimum premiums applicable to the various forms are eliminated and, as a result, the cost reduced. Limits of protection per named perils may vary from \$50 to \$1000. Some policies provide as many as 10 coverages. Such miscellaneous exposures as counter-

feit money and bad checks may be covered in limited amounts.

All Criminal Loss forms may be written for a period of three years for two and one-half annual premiums.

B. Sprinkler Leakage

1. Direct Coverage. Sprinkler systems may be divided into two types—wet and dry. The wet type has water under pressure in the pipes at all times. The other, used mainly in unheated structures, has air under pressure in the pipes. When a sprinkler head is opened, the air is expelled, releasing the water which has been held back by this air pressure.

All standard Sprinkler Leakage Policy forms require the maintenance of watchman service or a gong alarm. The coverage may be void if the warranted facilities are not provided at time of the loss.

2. Rates. Each Sprinklered structure is specifically rated. The contents charge, based upon the susceptibility of the merchandise to damage, is added to this base rate. Various co-insurance percentages are permitted. The higher the percentage, the lower the rate. Ten per cent is usually carried on buildings while the percentage applied to contents varies between 25 and 50 per cent, according to "damageability." Food and drugs require up to 90 per cent, since an entire lot may be condemned if smoke or moisture has even slightly tinged it.

Customs duties on merchandise damaged while being held in bond also can be recovered. Fire insurance rules apply, except that any permitted co-insurance may be used.

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"SAVING"
TO
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MONEY!**



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for Profit**

You can't afford to spend capital or waste top executive time on an unprofitable department.

You tie up two valuable assets when you own your trucks—capital and executives. Why waste them on a non-profit operation?

A NATIONAL truckleasing expert can put them both back to work for you, making profits.

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LEASING
SYSTEM**

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Next Month—

Warren Brown will present a resume of employe compensation insurance as it is written under various state laws.

3. Co-Insurance Credits. The rate discounts applicable to Sprinkler Leakage Insurance are substantial. Five per cent co-insurance earns a 35 per cent reduction; 10 per cent merits a 60 per cent credit while the reductions for 25, 50, and 80 per cent are 80, 86, and 90 per cent, respectively.

4. Possible Premium Saving. Policies should be checked for every possible saving. For example, furniture and fixtures may be insured at 1.5 times the building rate. This usually is less than the contents charge.

A check of the liquid storage capacity may uncover another saving. Systems with a capacity of 500 gal or less merit a 40 per cent reduction in rate.

5. Checking Rate Schedules. Sprinkler leakage rates are built upon a base rate for the building. These rates are modified by certain debits and credits and a charge is added for the commodity insured. It is suggested that these schedules be checked since very often reductions can be made because of computation errors, omission of protective device credits, watchmen discounts, and later improvements.

6. Legal Liability Coverage. As previously stated, the Warehousemen's Liability policy does not cover sprinkler leakage and fire damage claims. Sprinkler Leakage Legal Liability Insurance, covering tenants liability for damage to the building or other tenants' property, may be purchased in multiples of \$5000. In most jurisdictions this charge is \$20 for the first multiple; \$14 for the second \$5000; and \$60 for a \$25,000 limit. From \$25,000 to \$50,000, \$4 is added for each multiple. In excess of \$50,000, \$2 is added per each \$5,000. To include protection on property in the custody of the warehouseman, 25 per cent is added to the final computation.

7. Cold Storage Warehouses. The charge for Sprinkler Leakage Legal Liability Insurance for cold storage warehouses is the same as that for general merchandise facilities.

8. Assumed Liability. Most Legal Liability forms exclude Assumed Liability claims. This limitation may be voided for an addi-

tional charge, the rate depending on the nature of the property stored, the type of warehouse, and the nature of occupancy. Assumed Liability coverage may be written with co-insurance to secure substantial reduction in rates.

9. Special Endorsement Needed. Sprinkler Leakage policies and forms contain a number of limitations. The following endorsement is needed to complete coverage:

Privilege granted: to be unoccupied or vacant as occasion may require; for existing communications and to do such work and to keep and use such materials as are incidental to the business of the insured and of the occupancy of the premises.

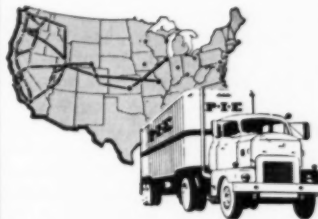
It is understood and agreed that any surplus, floating or excess insurance issued in the name of the insured, shall not be held as contributing insurance under the conditions of this policy.

Debris. It is understood and agreed that this insurance will cover all expenses incurred in the removal of all debris which may be occasioned by any hazard covered hereunder.

Specific Insurance. This policy shall not cover any loss on property otherwise specifically insured unless the amount of such loss shall exceed the amount collectible from such specific insurance, which said excess only is declared to be under the protection of this policy.

(Please Turn Page)

Shippers
Agree...
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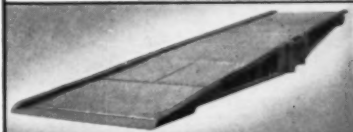
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65

HOW

DAYS AVER

*saved the day
for an Oakland
printer...*



Once upon a time there was a Printer. He was a good Printer. He lived in Oakland. One day the Printer was printing happily away on a Big Job. It would earn him a great deal of Money. All of a sudden — Sprong! went the Printing Machine. "Good Grief," said the Printer. "Good Grief, the Widget has broken!" The Printer phoned the Chicago Man who makes Widgets. "I must have a new Widget fast," he cried. "It will take days," moaned the Chicago Man. Then he remembered CF's fast DAYS AVER motor freight service. "You shall have your Widget on time," declared the Chicago Man. And the Printer *did* have his Widget on time. And he earned a great deal of Money. And the Chicago Man kept a Valuable Customer. And they lived happily ever after.

Moral: Whenever you ship to the West, ship . . .



... Criminal Loss Policies

(Continued from Preceding Page)

No Control Clause. This policy shall not be affected by failure of the insured to comply with any of the warranties or conditions endorsed; herein, in any portion of the premises over which the insured has no control.

The following clause applies to Item 1 of the Property Damage Form attached to this policy.

Landlord's Furnishing Clause. Personal property, if any, of the following kinds, belonging exclusively to the insured hereunder, as building landlord and not as tenant or occupant, and in actual use solely for the maintenance of said building, viz., floor coverings and furnishings of corridors and stairs, refrigerators and refrigerating equipment, gas and electric cooking equipment, porch, lawn and roof furniture anywhere on the premises; window shades, awnings and screens belonging to said building attached to or stored therein; fuel contained and intended for use therein; employees' uniforms and janitors' supplies; is covered hereunder.

The following clause applies to Item 1 or 3 of the Property Damage Form attached to this policy:

The policy also covers the cost of plans, supervision of repairing or rebuilding, architects', engineers', and

interior decorators' fees necessitated by a loss caused by the peril insured under this policy.

The following two clauses apply to Item 2 of the Property Damage Form attached to this policy:

Personal Property. (Extension of cover outside of buildings.) This policy covers also property similar to that hereby insured while in cars on switches or sidetracks when such cars are on premises described or within 100 feet of buildings described in policy; or in the open or in vehicles on premises; or on platforms in contact with buildings described in policy; or on sidewalks, streets, alleys or detached platforms, when within 50 feet of buildings described in policy.

This policy also covers: the insured as is now or may hereafter be constituted, cost of installation in connection with leased machines and/or equipment and/or appurtenances thereto.

The following clause applies to Item 3 of the Property Damage Form attached to this policy:

Improvements installed by tenants: The Fire Insurance rules now apply to premises improvements except that any permitted co-insurance may be used.

(Resume Reading on Page 55)

THE SLOWEST DISCOVERY

The Mississippi River kept being discovered for about 275 years. Never has anything so great been discovered so slowly.

In the warm spring of 1541, Hernando DeSoto became the first white man to view it. On the world scene, Michelangelo was in his prime. Martin Luther had five more years to live. William Shakespeare had not yet been born.

DeSoto saw The River, died, and was buried on its banks. And more than 130 years would pass before another white man came to look at it.

By 1673, New York City was growing. William Penn had founded his colony, and Harvard University was a going concern. It was then that a merchant and a priest—Joliet and Marquette—traveled about 300 miles of the River.

And behind them came

LaSalle, commissioned by Louis XIV to seek a short-cut to China. He, in 1682, became the first to sail its length—from the Great Lakes to the Gulf.

But before the world's mightiest highway was to have any real commerce, seven kings would rule England, the United States would become a nation, and the France that LaSalle knew would have crumbled.

Commerce did finally come to The River. America's Inland Waterway was to become the nation's best method of shipment to a vast area. It is today.

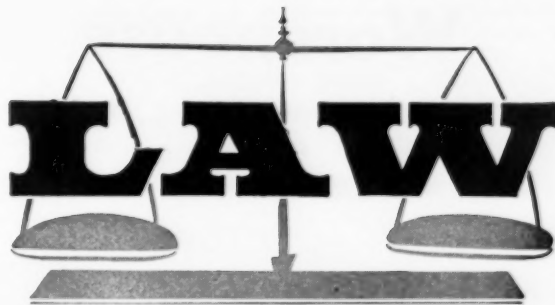
You, too, can discover the Mississippi. It doesn't go directly to China, but it does go to a vast marketplace. Let UBL show you how your product can be shipped inexpensively, promptly, safely,

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Within the



By Leo T. Parker Legal Consultant, Distribution Age

TRANSPORTATION

Is warehouseman or carrier liable to owner of destroyed goods before coverage is decided?

According to a recent higher court neither a warehouseman nor a common carrier can be held liable to the owner of destroyed merchandise until differences as to insurance coverage are decided.

For illustration, in *G— & S— Truck Lines v. B—*, 299 S. W. (2d) 126, Kentucky, the testimony showed facts, as follows: A man named B— stored household furniture with the G— & S— Truck Lines. The furniture was destroyed by fire.

In the later suit the higher court clearly held that where there is controversy or difference of opinion on the question whether the warehouseman held an insurance policy which protected him for goods destroyed while in storage, or whether the policy protected him on loss of goods while in transit, there could be no final decision as to what amount B— could lawfully receive until these differences were decided.

Who must pay compensation to an injured truck driver — truck owner or lessee?

If an owner leases his motor trucks to users and furnishes the drivers, who must pay insurance for the drivers under the State Workmen's Compensation Act?

For example, in *E— v. W—*, 81 N. W. (2d) 925, Iowa, it was shown that the owner of motor trucks leased them to others under a lease contract which required him to furnish drivers. Also, the owner of the trucks alone could discharge them; he paid them; withheld social security and income tax payments from their wages and prescribed the routes which they were to follow.

In subsequent litigation the higher court held that the truck owner, and

not the lessees of the trucks was the legal employer and required to pay compensation insurance to an injured truck driver, under the State Workmen's Compensation Act.

Can a common carrier be forced to provide service to a strike-bound industry?

Modern higher courts consistently hold that a common carrier owes a duty to serve all shippers alike and to receive, carry and deliver to consignees whatever kind of goods it holds itself out to carry and transport.

In *A— Industries v. B— Transport*, 298 S. W. (2d) 770, Tennessee, a shipper filed a suit against several common motor carriers for an injunction to compel them to continue rendering to shippers customary service, which they had stopped because their truck drivers refused to cross the picket line of a union of which the truck drivers were not members.

In subsequent litigation the higher court held that a shipper is entitled to a court's order to require a common carrier to perform its duty of delivering, according to its contract, merchandise to a consignee without regard as to the common law and the statutes of a state. The court said:

"In the case before us the conduct of the truck drivers, in refusing to cross the other union's picket line, prevented the rendering of the carrier service and was a violation of the law of this state; and we think such conduct was not a 'concerted activity' but was unlawful conduct within the power of the state to enjoin."

For comparison, see *Labor Relations Board v. R— N— Supply Co.*, 345 U. S. 71. This court held that the right of union employees to refuse to cross another union's picket line is not a federally protected right but only a matter of contract and the employer and employee are free to contract as they wish about the matter.

Is a carrier liable for loss or injury to shipped goods caused by an Act of God?

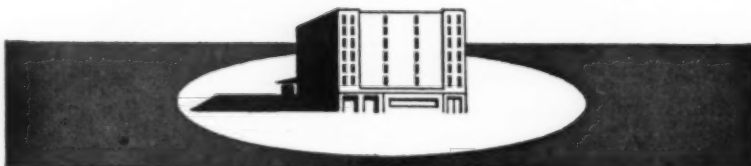
Neither a common nor a private carrier is liable for loss of or injury to shipped merchandise caused by an Act of God. Much has been said by the courts of many states upon the Acts of God, and many states have different holdings as to liability thereunder. In an early case the Supreme Court said:

"The Act of God which excuses the carrier must not only be the proximate cause of the loss, but the better opinion is that it must be the sole cause. And where the loss is caused by the Act of God, if the negligence of the carrier mingles with it as an active and cooperative cause he is still responsible."

Therefore, it is quite apparent that in order that a common carrier may escape liability under the exemption afforded by the law to the entailments of an Act of God, the Act of God must be the sole and only cause of the injury, and this, too, unmixed with the negligence of the carrier. If the carrier's negligent act commingled with the loss as an active and cooperative element and the loss is proximate thereto, or, in other words, is a reasonable consequence of the negligent act, it is regarded in the law that an act of the carrier caused the damage rather than the Act of God.

For example, in *D— v. T—*, 150 So. W. (2d) 518, the testimony disclosed that a shipment was destroyed because a carrier failed to protect it against unreasonable and extreme heat of 106 deg. It was contended that no liability existed because the extreme heat was an Act of God. However, the higher court held the carrier liable, and explained that failure of the carrier's employees to promptly protect the shipment, when realizing that an unusual heat wave was present, cooperated with the damage whereby the Act of God was not the sole cause of the injury.

Warehouse SPOTLIGHT



Pennsylvania FWA Chapters Hold Elections of Officers

The two Chapters of the Pennsylvania Furniture Warehousemen's Association held their elections recently.

John S. Kelso, of Hubert Transfer and Storage Co., Pittsburgh, was elected president. Other officers are George Ritter, Keystone Lawrence Transfer and Storage Co., vice president; and W. R. Cray, Gormon T. Cray Co., secretary-treasurer.

Directors for the Western Chapter are Walter Shanahan Jr., Shanahan Storage Co.; and Harry F. Guenther, H. F. Guenther and Sons.

State directors elected by the Western Chapter are R. D. McNaughton, McNaughton Brothers, Inc.; Charles Nicholas, O. H. Nicholas Transfer and Storage Co.; and Stewart Harmany, Hoeveler Warehouse Co.

New officers of the Eastern Chapter are: President, John J. Hartnett; Vice President, Meyer Levinson; Secretary, William H. Weikel; Treasurer, Lewis Louderback; and Executive Secretary, Samuel Mazzess.

—DA—

The offices of the National Furniture Warehousemen's Association has been moved to Suite 1209-1213, 175 W. Jackson Blvd., Chicago 4, Illinois. The telephone number remains Harrison 7-1848.

Warehouse Briefs

Indiana Household Movers and Warehousemen's Assn. will hold its Spring Meeting May 3 at the Hotel Van Orman, Fort Wayne.

In a move to improve service, U. S. Van Lines, Inc., has installed direct line teletype between its dispatch and sales offices.

New members of the Board of Directors of American Chain of Warehouses, Inc., are S. M. Haslett, Jr., San Francisco, Calif.; W. L. Korzelius, Buffalo, N. Y.; J. C. Miller, Little Falls, N. Y.; J. S. Morrison, Oklahoma City, Okla.; and G. P. Stephens, Jacksonville, Fla.

Bekins Van Lines has leased a 5000 sq ft terminal in North Arlington, N. J.

Allied Van Lines, Inc., has announced a door-to-door service for household goods of military personnel between any point in the U. S. and Italy.

A new 31,000 sq ft warehouse has been started by Tomkins Tidewater Terminal in South Kearney, N. J. The building will be leased to Whittaker, Clark and Daniels, Inc.

Movers' Operating Revenue Up, According to Report by ATA

An increase in total operating revenue of \$23,723,791 was reported by a group of 73 household goods carriers for 1957.

In a survey compiled from reports to the ICC, the American Trucking Associations, Inc., set the new operating revenue total at \$192,069,423, as compared with \$168,345,632 in 1956.

Total operation and maintenance expense rose from \$157,059,848 to \$180,219,252. Total expenses were \$187,491,631 as compared with \$163,450,423 in 1956.

Net income before income taxes was \$4,563,825 in 1957 and \$4,879,338 in 1956. The net income after taxes was \$2,675,102 for 1957. The year before this figure was \$3,041,826. The new operating ratio is 97.6 as compared with 97.1.

—DA—

The annual stockholders meeting of Allied Van Lines, Inc., will be held July 16-19 at the Greenbrier, White Sulphur Springs, W. Va.

—DA—

Men in the Spotlight

Sheffield A. Kadane—named chairman of the Committee on Finance of the National Assn. of Refrigerated Warehouses, Inc.

Steve J. Pollack—appointed co-ordinator of government overseas traffic for National Van Lines, Inc.

Ben McEvoy—promoted to East Coast Div. sales manager; James Christian—new manager of the New York-New Jersey operations; Richard Daniels—named branch manager, Dayton, Ohio, by Republic Van and Storage Co.

Luncheon During Convention



During the recent Convention of the American Warehousemen's Assn., Affiliated Warehouse Companies held a luncheon at the Hotel Adolphus, Dallas, Texas. The fifth anniversary of the sales group was marked

BIRMINGHAM, ALA. 1880—Seventy-eight Years of Service—1958

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Merchandise and Household Goods
• STORAGE • CARTAGE • DISTRIBUTION • FORWARDING
Pool Cars Handled
Member of A.C.W.—A.W.A.—N.F.W.A. Agents for Allied Van Lines, Inc.

BIRMINGHAM, ALA.

STRICKLAND TRANSFER AND WAREHOUSE CO.



A Subsidiary Of
WADE WOOD COMPANY
112 South 14th St., Birmingham
General Merchandise Storage and Distribution
Pool Car Service a Specialty—Motor Truck Service
Centrally Located—Free Switching from All R.R.s

DOOTHAN, ALA.

SECURITY BONDED WAREHOUSE

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POOL CAR DISTRIBUTION

SERVING
S.E. Alabama
S.W. Georgia
N.W. Florida
Receiving—STORAGE—Handling.
Motor Freight Service to all points.
6-car Private Siding. Reciprocal Switching.
Efficient—Conscientious Branch House Service.

PHOENIX, ARIZONA

LIGHTNING MOVING & WAREHOUSE

Established 1890

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Offering complete warehouse service
for all types of general merchandise.

- Palletized Operation
- Local Cartage Service
- Pool Car Distribution
- Inside Truck Loading
- Field Warehousing
- Private Sidings—
- Free Switching
- 20 Car Capacity
- Consign shipments via S.F.—S.P.
- Storage and Nationwide moving of household goods.

Represented by
American Chain of Warehouses
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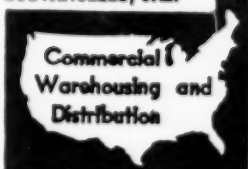
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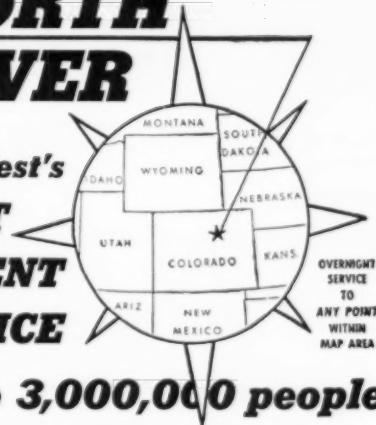
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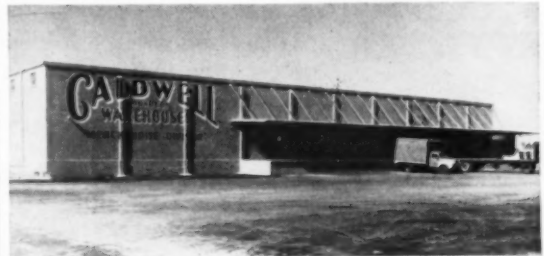
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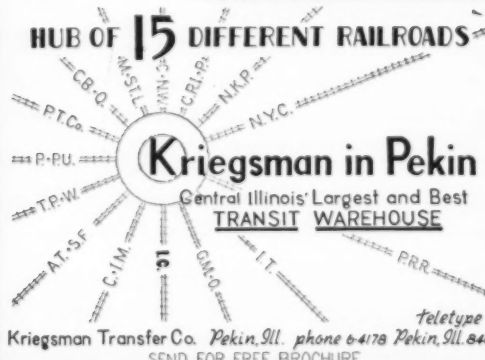
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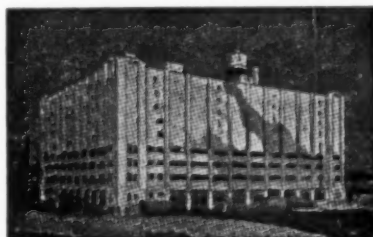
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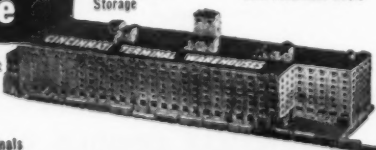
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400 Trucks, tractors and trailers

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Yes, we can prove to you that distribution through "Pennsylvania" is more flexible, efficient and economical than branch facilities. Here are 22 big, modern warehouses—strategically located to serve this key marketing area. Over 1,000,000 sq. ft. of free and bonded storage space; low insurance rates.

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Represented by DISTRIBUTION SERVICE, INC. An Association of Good Warehouses Located at Strategic Distribution Centers



Packaging . . .

(Continued from Page 37)

marking equipment for efficient order picking.

At the opening session of the Conference two executives of Gerber Products Co., will tell how their company has been able to maintain profits in a highly competitive market. John C. Suerth, general manager - manufacturing, and E. N. Burnett, chief engineer, will outline the cost reduction program that has enabled the firm to hold price levels despite increasing costs of materials, labor, and freight.

They will explain how Gerber was able to procure better containers, caps, labels, and corrugated boxes through enforcement of rigid specifications, through efficient quality control procedures, and through cooperation with suppliers.

"Systemated" packaging at Lewis-Howe Co. will be the topic of the conference session May 27. W. T. Dooley, Jr., vice president; Robert B. Etter, Jr., plant superintendent; and Philip H. Lanhan,

engineer, will review the manufacturing and packaging techniques that have enabled the company to keep the price of Tums unchanged since the introduction of the product.

They will describe how Lewis-Howe arrived at the concept of "systemation," a means of engineering the integration of machines into a self-regulating system by fashioning electrical and mechanical devices to permit the product itself to perform the duties of control. Topics to be discussed include Lewis-Howe's method of "lunch table management"; the way in which systemation was planned and applied, and the results.

An integrated materials handling system at Ford Div. of Ford Motor Co. will be described by C. L. Hanchett, supervisor, materials handling engineering and inventory planning and handling, and W. A. Albrecht, superintendent of handling methods and equipment. They will tell how the individual requirements and interdependent relationships of product design, packaging, shipping, and intra-plant handling

are analyzed to develop methods that will effect the most economical movement and storage of materials.

Specific points to be discussed include intra-plant and in-plant materials handling; packaging and shipping materials, containers, etc.

For the Exposition the registration fee will be \$2—payable at the registration desk at the show. Rapid registration tickets may be filled out in advance. They can be obtained from Clapp & Poliak, Inc., 341 Madison Ave., New York 17.

Registration at the Conference is open to nonmembers and members of the AMA. Members may attend the entire conference for a fee of \$18, or individual sessions at \$7 each. The nonmember full conference fee is \$24; per session, \$10. Conference attendance may be either by advance registration or by registration at the door. Registration blanks may be obtained by writing to the Packaging Division, American Management Association, 1515 Broadway, Times Square, New York 36, N. Y. •

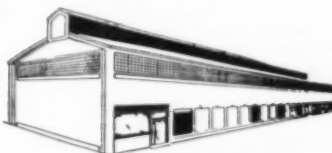
(Resume Reading on Page 38)

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For Personalized Warehousing
IN PITTSBURGH
CENTRALLY LOCATED

General Merchandise Storage

Distribution
Daily cartage within 75
mile radius
Pool car distributors
PRR 7 car siding
150,000 sq ft. One floor



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Court 1-4584

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Pittsburgh 22, Pa.

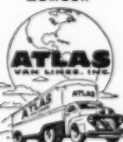
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Established 1918

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Motor Truck Service. Low Insurance Rates.

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Pool Car Distribution. Private rail sid-
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Merchandise and Cold Storage

Pool Car Distribution—In-Transit Storage

Member of AWA—American Chain of Warehouses

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1157 TERMINAL

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COMPLETELY MECHANIZED

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Located on the Frisco-Illinois Central & Missouri Pacific & L&N

with Reciprocal Switching

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Low Insurance Rate

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for ALL the Southwest

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HOUSEHOLD GOODS STORAGE
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LONG DISTANCE HAULING

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Storage of Household Goods & Merchandise, State Bonded, Private Trackage—T. & P. and So. Pac. Rys. Pool Car Distribution—Motor Truck Service. Agent for Lyon Van Lines. Represented by Allied Distribution, Inc., Chicago, Ill., & New York, N. Y.

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STORAGE CO.**

Since 1875



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Fine Warehousing Since 1911

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SOUTHGATE TERMINAL

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- Pool Car Distribution
- Custom Bonded Space
- Centrally Located
- Private Trackage
- Local Truck Delivery Service
- Negotiable Receipts

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PACIFIC NATIONAL WAREHOUSES, INC.
ONE coordinated warehousing and pool-car distribution service

4 CENTRALLY
LOCATED
WAREHOUSES
WITH COMPLETE
WAREHOUSING,
DISTRIBUTION AND
TRUCKING SERVICE

... Signals

(Continued from Page 41)

Lower own lights, if already deflected, flick beam up and down.

You have just come through a danger zone (accident, obstruction, fog, ice, etc.) . . . "DANGER AHEAD" (to oncoming vehicle)

Day: Honk horn, drop arm with palm facing down and move arm up and down and then point back down the road. Night: Flick lights rapidly.

The vehicle ahead of you is in trouble without the driver's knowledge (tire trouble, loose load, open door, etc.) . . . "YOU'RE IN TROUBLE. PULL OVER AND STOP AS SOON AS SAFE."

Day: Honk horn five short blasts; then extend left arm, palm open and vertical, and swing forward; repeat. Night: Honk horn five times and flick lights rapidly.

You have to back up vehicle . . . "AM BACKING UP."

Day: Drop arm, with palm facing rear of car, and swing back; repeat. Night: Flash tail lights rapidly.

Vehicle behind you is following too closely . . . "DON'T DRIVE SO CLOSE TO ME."

Tap brake pedal three times

lightly to flash tail light; repeat if necessary.

Two vehicles, entering uncontrolled intersection at right angles, hesitate for clearance . . . "AM YIELDING RIGHT OF WAY."

Day: Wave arm in free direction. Night: Flick lights.

Driver ahead unaware that emergency vehicle needs to come through . . . "PULL OVER FOR EMERGENCY VEHICLE TO PASS."

Same signals as "You're In Trouble."

A driver has cooperated with you . . . "THANKS."

Day: Short honk of horn and salute with left arm or right arm depending on visibility. Night: Short honk of horn and flick light in visible range

(Resume Reading on Page 42)

... Efficiency

(Continued from page 47)

nated and clear headroom of 17 ft is provided.

The first depot to be completed was at Stockton-on-Tees. Here, there is an unbroken floor space of 1860 sq yd. Air conditioned to ensure five changes of air each hour, the depot is provided with north roof lights for natural lighting and with artificial lighting.

For physical delivery of the goods there is a fleet of 497 vehicles, of which 358 are S.P.D.-owned and 139 are hired on contract. Since the war, S.P.D. are gradually replacing contract hired vehicles with their own vehicles. However, it is intended to retain a hard core of contract hirings to provide a yard-stick for measuring their own vehicle performance.

The cost of operating contract vans is considerably greater than that of their own vehicles.

Van-Type Trucks

The S.P.D. fleet consists almost wholly of coach-built van types.

The company is standardising to five-ton rigid. For large deliveries work, articulated 7½-ton units and trailers are being employed. A small number of 10-15 cwt vans are operated for outlying deliveries.

For the delivery of frozen foods, S.P.D. are using specially constructed three-ton insulated vans. For small deliveries, insulated boxes may be placed in the composite delivery vans. A van body which insulates against solar heat has been developed for the general trade.

Vehicle construction has been developed for driver comfort and to provide for maximum density and compression of deliveries.

(Resume Reading on Page 42)

and Firms are Arranged Alphabetically

SPOKANE, WASH.

**TAYLOR-EDWARDS
WAREHOUSE & TRANSFER CO., INC.**
800 N. Hamilton St. Spokane 11
WAREHOUSING • DISTRIBUTION • TRUCKING

Represented By
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New York—Chicago—San Francisco

GREEN BAY, WIS.

GREEN BAY WAREHOUSES, INC.

203 Columbus Building Green Bay, Wis.
General Merchandise Storage & Distribution

Located on C. B. & W. R. R. Co. Lines
Phone HEMlock 5-6164
W. F. KERWIN, Pres. W. F. KERWIN, JR., VP. & Mgr.

GREEN BAY, WIS.

ESTABLISHED 1903

LEIGHT TRANSFER & STORAGE CO.

1401-55 S. STATE ST. • GREEN BAY • WIS. •



Merchandise Storage
Pool Car Distribution
Transit Storage
Household Goods Storage
Heated—Unheated—Yard
Storage
Waterfront Facilities
Stevedore Services
U. S. Customs, State and
Public Bonded
70 Car Track Capacity
Modern Handling Equip-
ment
Private Siding on C&NW
CMS&P, G&W Lines
Reciprocal Switching all
lines



Complete local and over-the-road truck services
with 70 units of all types of equipment, including
low-bed trailers, winches and cranes.

AERO-MAYFLOWER MOVING AND STORAGE

MADISON, WIS.

2302 Darwin Road
Phone Cherry 4-6255

HANSEN STORAGE

OF MADISON, INC.

MODERN ONE STORY OPERATION

MILWAUKEE, WIS.

Private Phone: BRoadway 1-8930

AMERICAN WAREHOUSE CO.

General Office—525 E. Chicago St.



3 Clean, Well-Equipped Warehouses
Pool Car/Truck Distribution Specialists
Customer Preference—Our Best Reference
Private Siding: C & NW Ry.
3rd Ward Dist.



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WISCONSIN'S
LARGEST AND
MOST MODERN

AFFILIATE — HANSEN STORAGE OF MADISON INC.

National Warehouse Corp.

MILWAUKEE'S FINEST



A SOLID BLOCK OF
RESPONSIBLE WAREHOUSING

ALSO LEASE RENTALS OF
WHOLE BLDGS. OR PARTS
SO. WATER & E. BRUCE STREETS

MILWAUKEE, WIS.

—Phone Marquette 8-7091

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Cooler, Freezer and General Merchandising Storage
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Represented by Allied Distribution, Inc.—Chicago, Ill. & New York, N. Y.

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Lowest Insurance



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General Merchandise—Bonded & Free

1,500,000 cubic feet. Sprinklered.

Private Siding. Efficient Loading Facilities

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1-VAN BORNE AVENUE, MONTREAL, CANADA

200,000 SQ. FT. OF MODERN FIREPROOF SPACE LOCATED

IN THE EXACT CENTER OF THE CITY OF MONTREAL

Canadian Customs Bonded. Private Siding — 8 Car

Capacity — Free Switching — All Railroad Connections

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ALLIED DISTRIBUTION, INC.

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GO-GETTER**
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LIFT TRUCK
On The Market

EASIEST
WALKIE-TRUCK
TO OPERATE AND
MAINTAIN EVER!

FINGER-TIP CONTROLS, INCLUDING DYNAMIC BRAKE TO ELIMINATE "SLUGGING" THE MOTOR. GOING DOWN RAMP, AND "ARTICULATED" CONSTRUCTION ADJUSTS TO UNEVEN FLOORS. STEERS EASILY, AND WORKS IN LESS SPACE BECAUSE OF THE DUAL WHEELS & DIFFERENTIAL DRIVE!

HOW ABOUT MAINTENANCE? SNAP THE LATCH AND LIFT OFF THE COVERS—YOU DON'T EVEN TAKE THE MOTOR OUT TO GET AT THE BRUSHES, AND THE DISK BRAKE HAS A SIMPLE SCREW ADJUSTMENT

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FREE TRUCK INDEX
OF GO-GETTER ELECTRIC AND RED GIANT HAND LIFT TRUCKS

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WANT TO PURCHASE—Public Merchandise Warehouse Operations in major cities. Send complete information. Write Box 237, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa.

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6000-lb CLARK "STALWART 60" FORK LIFT TRUCK. Excellent running condition. Rebuilt motor, 103-in. lift. Deal directly with owner—E. M. Selkregg, Jr., BERNARD GLOEKLER NORTH EAST CO., North East, Pa.

Index of 1958 General Advertisers

A		K	
Allied Van Lines, Inc.	27	Kelley Company, Inc.	60
Allis-Chalmers, Engine, Material Handling Div.	Second Cover	KLM Royal Dutch Airlines	61
American District Telegraph Co.	26	Kwik-Mix Company	61
American Metal Products Co., Storage Rack Div.		L	
American Trucking Associations, Inc.		Lamson Mabilift Corp.	
Anthony Company		Lehigh Warehouse & Transportation Co.	
Automatic Transportation Co.	Back Cover	Lift Trucks, Inc.	
		Link-Belt Company	4
B		M	
Ballymore Company		Mack Trucks, Inc.	
Baltimore & Ohio Railroad		Macton Machinery Co., Inc.	59
Bond Steel & Storage Co.	56	Magnesium Co. of America	
Butler Manufacturing Co.		Materials Handling Division	65
		Materials Handling Exposition (Clapp & Poliak)	15
C		Mid-West Metallic Products, Inc.	
C & D Batteries, Inc.		Milwaukee Road, The	
Chicago, Rock Island & Pacific Railway Co.	60	N	
Clark Equipment Co., Ind. Truck Div.	17	National Truck Leasing System	64
Colson Corporation, The		Nickel Plate Road	62
Consolidated Freightways	5 & 66	Northern Pacific Railway	28-29
Continental Air Lines	57	P	
Cooke Warehouse Corp., J. Leo	62	Pacific Intermountain Express	65
Crooks Terminal Warehouses, Inc.		Pan American World Airways	1
		Pan-Atlantic Steamship Corp.	
D		Pullman Standard Car Mfg. Co.	
Delta Air Lines		R	
Denver Chicago Trucking Co., Inc.	Third Cover	Rapids-Standard Co., Inc.	20
Dodge Div., Chrysler Corp.	30	Ready-Power Company	
		Revolator Company	98
E		Ringsby Truck Lines, Inc.	26
Eastern Express, Inc.		Roadway Express, Inc.	58
Elwell-Parker Electric Co.		S	
Erie Railroad Company	22	San Francisco Warehouse Co.	
Exide Industrial Div.—The Electric Storage Battery Co.	6	Santa Fe Railway	64
		Southern Pacific Co.	
F		Spector Freight System, Inc.	8-9
Fruehauf Trailer Co.	19	Sturdi-Bilt—Materials Handling Div. of Union Asbestos & Rubber Co.	
		T	
G		Towmotor Corporation	
General Logistics, Sub of Aeroquip Corp.		Trans World Airlines	24
Goodrich, B. F., Tire Co., Div. of B. F. Goodrich Co.	23	U	
Greyvan Lines, Inc.	18	Union Barge Line	66
		Union Pacific Railroad	7
H		United Air Lines	10
Hamilton Caster & Mfg. Co.		W	
		Wayne Manufacturing Co.	63
I		Webb Company, Jervis B.	59
Illinois Central Railroad	2	Wonder Building Corp. of America	
Independent Airlines Association		Y	
International Harvester Co.		Yale & Towne Mfg. Co.	

For Warehouse Advertisers See Pages 69 to 97

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**...One Carrier Responsibility ALL THE WAY
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- INTERLINE
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- TRAILER POOL
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- TERMINAL
- D.C. OPERATORS OF BCK. MILLER

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3. Insurance
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ONE STEP ACROSS THE NATION

NEW PLATFORM STACKER...

Automatic TRANSPORTER MODELS WL and WLT

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This model is lower both in first cost and operating costs than either gas or electric-powered high-lift rider-type stackers, yet performs the same functions.

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*Based on Model WL with battery and charger, working an 8-hour day, 255 days per year.

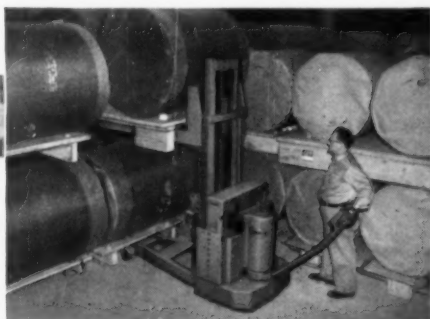


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Division of The Yale & Towne Manufacturing Company
115 West 87th Street, Dept. E-8, Chicago 20, Illinois

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- ☐ Please rush me complete specifications on Automatic Electric Transporter ... Model WLT.
☐ Include details on lease and budget-purchase plans.

Your Name.....Title.....

Firm.....

Address.....

City & Zone.....State.....

Circle No. 17 on Card, Facing Page 51, for more information